

SCHEDA ALTRE ATTIVITÀ FORMATIVE

A.A. 2024-2025

Corso di Laurea	Lingue e culture dell'Asia e dell'Africa
Titolo	Social media in the People's Republic of China
Delibera di autorizzazione del Corso di Laurea	
Tipologia attività (conferenze, seminari, laboratori ecc.)	Seminario (in lingua inglese)
Docente responsabile	Federico Brusadelli
A cura di	Dr.ssa Zhu Shaoying (Università di Erlangen)
Numero ore	12
Numero CFU	2
Data inizio attività	22.05.2025
Calendario	22, 23, 26, 26, 28 maggio + un incontro successivo online
Destinatari	Studenti di lingua cinese (max 15)
Prenotazione richiesta (si/no)	Sì, entro il 20.5.2025
e-mail	fbrusadelli@unior.it
Modalità di verifica	Presentazione
Note	From digital censorship to viral trends and influencer culture to online activism, the social media world in the PRC is marked by contradictions. While official regulations and implicit constraints shape discourse and behavior in the virtual sphere, social media and netizens continue to innovate, adapt and negotiate space for engagement. This course takes social media as a central theme through which to examine the conflicts and transformations within China's digital environment from five perspectives: economic, public, political, regulatory and ideological. Topics include the evolution and ecosystem of Chinese social media platforms, the interplay between state control and individual expression and China's global digital influence as well as the rise of digital nationalism. Through interdisciplinary readings, critical discussion and case studies, we will explore how social media mediates Chinese everyday life and how it reflects tensions in governance and communication.