



# SOCIAL MEDIA IN THE PEOPLE'S REPUBLIC OF CHINA

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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.



UNIVERSITÀ DI NAPOLI  
**L'ORIENTALE**

**22.5**  
**ore 13**

(Antisala degli Specchi,  
Palazzo Corigliano)

**23.5**  
**ore 17**

(Antisala degli Specchi)

**26.5**  
**ore 8.30**

(Antisala degli Specchi)

**27.5**  
**ore 12.30**

(Aula B - Monteverginella)

**28.5**  
**ore 8.30**

(Antisala degli Specchi)

**SEMINARIO VALIDO PER IL  
RICONOSCIMENTO DI 2CFU**

(Corsi di studio AF e MAA)

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