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UNIVERSITÀ DI NAPOLI  
L'ORIENTALE

## Constructing an Excellent Chinese Culture for the World

Scuola di Procida per l'Alta Formazione

Terra Murata, Procida, June 23-24, 2025



June 23, 15:00 – 18:00

### Session 1 – Archaeologies for an “Excellent Chinese Culture”

Giuseppe Cataldi. University of Naples L'Orientale. Welcome Address

Marco Fumian. University of Naples L'Orientale. The good China story and the excellence of Chinese traditional culture

Kai Vogelsang. Universität Hamburg. Elements and Origins of the “Great Revival of the Chinese Nation”

Jyrki Kallio. Finnish Institute of International Affairs. The Chinese Worldview in flux: The Mainland New Confucians' representation of an “excellent Chinese culture” and its impact on China's external image

June 24, 09:30 – 12:00

### Session 2 - Infrastructures of Narrative Power

Flora Sapio. University of Naples L'Orientale. Propaganda Apparatus Reform and the Creation of Global Dissemination Networks

Fan Yang. University of Maryland. China as a Navigational Subject: Information Technologies, Infrastructure, and the “One Belt One Road” Initiativea

David O'Brien. Centre for International Studies and Development. Jagellonian University in Kraków. Global(ising) Discourse Power: CCP Neo-Propaganda and New Media

14:00 – 16:00

### Session 3 - Narrative Power in Practice

Maria Repnikova. Georgia State University. African Trainings and Cultural Immersions: Chinese Culture as Developmental Success

Melissa Shani Brown. Centre for International Studies and Development. Jagellonian University in Kraków. Whose shared heritage? Trans-national histories and the Sinicisation of the ‘Silk Roads’

Wendy Larson. University of Oregon. Good Politics and Good Literature: Writers Outside China Criticize Mo Yan

Eugenia Tizzano. University of Naples L'Orientale. Beijing International Book Fair in Xi Jinping's New Era. Trends in the Dissemination of Chinese Literature and Culture

Progetto PRIN “Chinese Narratives and the Narration of China in Italy: Literature, Cinema and Art at the intersection of cultural diplomacy and cultural industry”

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