

# Séminaire international de recherche en information et communication

## 2015 International Forum in Media and Communication's Research

### *PROGRAMME*

***October 15 and 16, 2015***

*Institut de la Communication et des Médias - Echirolles FRANCE  
Amphitheater n°12 Albert Londres*



Co-Organizers :

ICUC (Faculty of International Media, Communication University of China)

GRESEC (Université Stendhal et Université Pierre-Mendès-France)

# PRESENTATION

*Themes : Cultural and Creative Industries & Social Digital Media Network.*

*Conference : sharing and discussing research in Information and Communication.*

*The scholarly exchanges that have developed between European countries and China mainly concern students or professors travelling to teach classes. Reciprocal research-related knowledge (whether theoretical approaches, methodologies, and results) has only rarely been confronted, and legitimately, compared.*

*This is the aim that has been given to the conference that will be held on October 15th and 16th 2015 at Grenoble Stendhal University's, Institut de la Communication et des Médias. Organised by both the CUC (Beijing) and the Gresec (University of Grenoble Alps), 16 talks will tackle the following two topics :*

- Cultural and creative industries,*
- Digital media (social networks).*

*These will be put into perspective with the changes taking place in our societies.*

*The speakers was shortlisted by a joint scientific commission by early September 2015 from one-page abstracts describing the subject to be raised during the talk. The conference is not limited to both respective national frames (Chinese and French), but the call was sent out to Chinese and European scholars.*

*The articles are written in English, but the discussions will take place in Chinese and French (with PWP in English), and will be interpreted.*

*Without exception, we begin with topics on creative and cultural industries, and then by those on social media.*

*After the conference, a selection of articles will be published in the CUC's journal at Sage, Journal of US-China Public Administration, International Standard Serial Number: ISSN 1548-6591 (print); ISSN 1935-9691 (online).*

# Thursday, October 15th

Institut de la communication et des médias . Amphi n°12 Albert Londres

**From 9 am** : Welcome (cafeteria)

**9:30 am** : Introduction: Conference Objectives

**9:45 am** : Pierre Moeglin (Université Paris Nord, LabSIC) « **Rethinking Creation and Creativity in the industries of symbolic goods** »

**10:25 am**: Juan Carlos Miguel de Bustos (Universidad del Pais Vasco) « **Media Global Groups and the GAFA (Google, Amazon, Facebook and Apple)** »

**11:05 am** : FENG Zongze (Communication University of China) « **Contextual discovery of the reasearch on Culture industry in China—— Under the Context of the internet: the chinese comtemporary individual and community in films and teleplays** » 《文化工业研究在中国的相关发现——互联网时代语境下中国当代影视的个体与社群》

**11:45 am** : Bernard Miège (GRESEC, Université Grenoble Alpes) «**Many dissimilarities are remaining between ICREA (Creative Industries) and ICULT (Cultural Industries)** »

**12:30 am** : Lunch. Room n°210 (2nd floor)

**2 pm** : Giuseppe Richeri (Università della Svizzera italiana USI - University of Lugano) « **European creative industries and the global market: the case of film industry** »

**2:40 pm** : Christian Poirier (INRS Montréal) « **Cinema in a Multiplatform and Multiscreening Era: Theoretical and Empirical Reflections** »

**3:20 pm** : XING Beilie (Communication University of China) « **Digital Dilemma: Strategic Issues in Preserving, Archiving and Accessing Digital Motion Picture** » 《数字化困境：数字影像存储战略研究》

**4 pm** : Bertrand Cabedoche (Université Grenoble Alpes Gresec) «**ICTs and Social Change in the 3rd millennium: Time for deconstruction ? Results from Douala april 2014 third edition** »

# Friday, October 16th

Institut de la communication et des médias . Amphi n°12 Albert Londres

**9 am** : ZHANG Lin (Communication University of China) « **Research on a sample of cultural industry in the media converging era-- Primary study on case analysis and design of the light environment in Porcelain Tower of regional cultural landscape** » 《媒体融合时代文化工业的一项研究：关于中国一座古塔光环境设计的案例分析》

**9:40 am** : Philippe Bouquillion (Université Paris Nord, LabSIC) : « **The Transformations of the industries of symbolic goods: between the industrial paradigms of convergence, collaboration and creation** »

**10:20 am** : SHI Xusheng (Communication University of China) «**The ecological significance of “Internet+art”** » 《“互联网+艺术”的生态学意义》

**11 am** : Adrian Staii (Université Lyon 3) « **Social media, mirror of society and agenda setter ? A shift in the production and legitimacy of media content** »

**11:40 am** : CAI Jing (Joanna) (Communication University of China) « **The Competitive Interaction in the Social Media of China : A Comparative Study on the Rumors in Weixin (Chinese Twitter) and Microblog (Chinese Facebook)** » 《中国社交媒体的竞争型互动：关于“微信”和“微博”流言传播的比较研究》

**12:20 am** : Lunch. Room n°210 (2nd floor)

**1:30 pm** : Benoit Lafon (Université Grenoble Alpes Gresec) « **Social media : the extension of the media field by industrialization of the social relational** »

**2:10 pm** : Göran Svensson (Uppsala University, Sweden) « **A new era for media criticism ? Media criticism and critique in an age of social media and cultural/creative industries** »

**2: 50 pm** : Anthony Paul De Ritis (Northeastern University, USA) «**Debunking Exaggerated Skepticism of Chinese Creativity and Innovation**»

**3: 30 pm** : Conclusion

**GRESEC - Université Stendhal Grenoble 3**  
**Institut de la Communication et des Médias**  
11, avenue du 8 mai 1945  
BP 337 - 38434 Échirolles Cedex  
FRANCE  
+ 33 (0) 4 56 52 87 13

<http://gresec.u-grenoble3.fr/>

**Tramway : A**  
**Tramway Station : La Rampe-Centre Ville**