



Department of Sociology

Seminar

The Battle of Images: Sino-Hollywood Negotiation Then and Now

- Speaker:** Professor Zhu Ying
Academy of Film, School of Communication,
Hong Kong Baptist University
- Date:** 30 November 2018 (Friday)
- Time:** 12:30 pm – 2:00 pm
- Venue:** Rm 1045, 10/F., Academic and Administration Bldg.,
15 Baptist University Road, Kowloon Tong, Kowloon
- Language:** English

Abstract

Hollywood dominated Chinese film market during China's Republic era, triggering a mixture of fascination and resistance. The Communist victory in 1949 and the outbreak of the Korean War in 1950 led to an official ban on Hollywood imports by the PRC government in 1950. China's film market reopened to Hollywood in 1994 amidst China's declining domestic output and theater attendance. Hollywood has since become a regular fixture in China, spurring simultaneously rejection, repulsion, admiration, emulation, competition, and coercion. Rejection and repulsion for Hollywood's historical injustice to the Chinese image; Admiration and emulation for the sheer allure and market prowess of Hollywood pictures; Competition and coercion for Hollywood's global dominance and a new determination to draft Hollywood into serving China's global image campaign. My talk compares the context and terms of Hollywood's Republic era China triumph to those of its repeated performance in the post-1994 era, and the subsequent expansion of a powerful Chinese film market to suggest historical contingencies, continuities and changes in an ongoing Sino-Hollywood dynamic with competing political, cultural, and economic interest on and off screen.

Biographical Note

Professor Zhu is a leading expert in Chinese film and television. She has published eight books including "Two Billion Eyes: The Story of China Central Television", "Art, Politics, and Commerce in Chinese Cinema", and "Chinese Cinema During the Era of Reform: The Ingenuity of the System". Her research monograph, "Television in Post-Reform China: Serial Drama, Confucian Leadership and the Global Television Market", together with two edited books in which her work featured prominently - "TV China" and "TV Drama in China" - pioneered the subfield of Chinese TV drama studies in the West. Her work has been translated into Chinese, Dutch, French, Italian and Spanish. Zhu is a recipient of a US National Endowment for the Humanities Fellowship, an American Council of Learned Societies Fellowship and a Fulbright (China) Senior Research Fellowship. Her specialties include Chinese film and media industry; Chinese Television; Sino-Hollywood relation; Chinese women.

***** ALL ARE WELCOME *****

Enquiries: 3411 7131 (phone) or soc@hkbu.edu.hk (e-mail)

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