NEW DISCOURSES IN CONTEMPORARY CHINA
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Abstracts

David Brown
China's Changing Organisations: Some Implications

This paper reflects on the changing nature of enterprises and enterprise management in China over the last 25 years and in particular from a strategic process perspective. Against the background of economic and enterprise reform the paper traces changes that have impacted on two kinds of enterprise in China. The first, and the focus of much economic and management research, is the State Owned Enterprise (SOE). The second is the Township and Village Enterprise (TVE). The latter is comparatively under-researched despite providing most of the growth and new jobs in China for over 20 years. From case based work, reported elsewhere, the main observations on the strategy processes in place in both SOEs and TVEs are made and some implications drawn. These include the challenges for defining the nature of management in China and the corresponding responsibilities for educational institutions in management education.

Qing Cao
International Image of China: a Discursive Battleground

With an impressive economic performance, China's growing importance is felt globally. However, China's national image abroad has improved little. Some commentators even see China's image as her greatest strategic threat today (Ramo, 2007). There is an increasing gap between China's hard power (economic, political and military capabilities) and her soft power (attractiveness abroad). This gap is only matched by the difference between how China sees herself and other nations see her. Following the emergence of 'China threat' thesis in the mid-1990s, China started to develop a strategic plan to combat unfavourable images abroad with a range of diplomatic offensives under an accommodationist foreign policy. Correspondingly, an official culturalist discourse of global pluralism based on traditional Confucian concept of 'harmony' emerged at the turn of the 21st century, in particular, in the wake of the new Hu-Wen leadership since 2002.

This paper aims to map key features of the emerging Confucian discourse in China's projection of a new cultural image onto the international world, as reflected in Chinese leaders' key overseas speeches, and to examine the crucial functions this discourse serves in the international and domestic contexts. The paper sees the revamping traditional values in contemporary China as a concerted discursive campaign with specific long-term objectives. The exploration focuses mainly on clusters of key Confucian concepts promoted in the official key media, focusing on the concept of *he* (peace, harmony). Three texts by the former President Jiang Zemin, current president Hu Jintao, and premier Wen Jiabao are closely examined. The paper concludes with a critical discussion and assessment of the Confucian discourse in China's international communication.

Xiangqun Chang
Lishang-wanglai (礼尚往来)**: a Chinese Model of Social Relations and Relatedness**

Lishang wang lai (礼尚往来) comes from the Confucian *Analects*. The basic meaning can be understood as "courtesy demands reciprocity". Over the past two thousand plus years this idea has become deeply embedded in Chinese society, with meanings that have become refined over time. Based on my detailed fieldwork I have created a Chinese model of social relations and relatedness which I named *lishang-wanglai*. I am also testing and applying it in different fields in order to forge it as a general analytic concept. In this paper I will explain what is *lishang-wanglai*, and demonstrate how it works using examples.

Paul Chilton
Comparative Political Discourse Analysis: Theoretical and Practical Issues

In the global environment there is an increasing need to understand the diversity of political cultures. Since political cultures involve the use of language to a large degree, discourse analysis has a role to play in describing and understanding their differences and similarities.

Despite the formidable obstacles, both theoretical and practical, which will be briefly outlined, it is possible for linguists and discourse analysts across languages and cultures to collaborate in developing a methodology for comparative political discourse analysis.

To assess the theoretical problems, I will propose a framework of analysis. The main objective, however, will be to begin a practical comparative study of two texts: an English text and a (translated) Chinese text, with a view to opening a wider and more detailed discussion among participants at the colloquium. The issues that will be raised include the following. How should we deal with the problem of translation? How are political texts related to the structures of the polities in which they arise? How are they related to the ideology and the national history in which they are produced?

John Flowerdew
Critical discourse analysis: Hong Kong Politics as a Case Study

In July 2007, Hong Kong celebrated 10 years of being a Special Administrative Region of the PRC, after 150 years of British colonial rule. Working with the premise that discourse analysis, on the one hand, can illuminate our understanding of political events, and, on the other hand, can make a contribution to discourse theory, this chapter will review 15 years of work on Hong Kong political discourse conducted by the author. In doing so it will investigate two related questions: 1. What can a diachronic approach to political discourse offer? and 2. How can we overcome subjectivity in analysis? Some of the answers to these questions are as follows: A diachronic approach allows for a historiographical form of analysis i.e. it can contribute to the writing of history. It allows us to analyse discourse and social change. It allows for a quantitative, corpus-based approach. It can consider the conditions of production, in this case through interviews with participants. And it can consider the conditions of reception, in this case through interviews with the consumers of the

discourse in question. The paper concludes, however, by noting that however careful one is to provide multiple perspectives, as outlined here, discourse analysts are still to a degree, prisoners of their own language of describing, analyzing and interpreting.

Yueguo Gu
Power in Chinese Socionatural Discourse --- An Ecological Approach

This paper presents a study of human interaction with physical environment in Chinese social-political context. Generically speaking, human interaction with physical environment is a process of habitation for collective survival. It is however never a simple process as non-human animals do with their habitats. Human habitation is natural only to a certain degree. It actually involves a complex decision-making process infiltrated with political, economical, religious and superstitious considerations. The paper focuses on the recent events exposing power corruption in government office building, estate development, and environment pollution.

Yi Li
Characteristics of Chinese Institutional Discourse and Its Social Impact in the Context of Economic Transformation

Our research examines the institutional discourse in the contemporary China, with the focus on the ways in which power relations are manifested and the influence that the institutional disourse may have on the people and furthermore its possible impact on the building of social cohesion. The project finds that many linguistic devices are used such as interruption, blaming, criticism etc, in expressing the asymmetric power relations between government officials and the people consulting the institution for help. The use of these devices makes up the characteristic of institutional discourse, which not only reflects the changed social structure but also helps to strengthen the social structure by arousing people's awareness of stratum to which they belong.

Ngai-Ling Sum
A Cultural Political Economy of Knowledge Brands: Discourses of 'Competitiveness' and 'Technology and Innovation' in Hong Kong and the Pearl River Delta

This paper adopts a 'cultural political economy' (CPE) approach to examine the production of hegemony and related hegemonic struggles during the socio-spatial changes occurring in the region. From a CPE viewpoint, process-oriented issues relating to the production of hegemony include that involves the who, what and how questions. More specifically, these questions include: a) who gets involved in the discursive networks that construct the objects of economic governance; b) what ideas or knowledge brands are drawn upon to recontextualize and reformulate the meanings of these objects; c) how do these objects enter into policy discourses and everyday practices; d) how do they remake the logics of power in and through the diverse social fields; e) what forms of identity does the production of hegemony construct for the governed; f) how do these modes of thought grip the subject; g) how do they integrate intellectuals and masses; h) how do they marginalize the development of meanings that might prove antagonistic; i) what are the nodal agencies and informal networks that are involved in hegemonic negotiations and/or building of power blocs; and j) what are the power reconfigurations and hegemonic struggles therein.

One way of enriching our processual analysis of hegemony production is by introducing concepts such as knowledge brands. With the rise of academic entrepreneurs, consultancy firms, and policy think tanks, academic knowledge is no longer so tightly confined to universities. Knowledge, especially when bundled with claims to problem-solving competencies and methodologies, is being packaged and marketed in branded form by consultancy firms. Such knowledge is then speedily brought to policy markets by idea entrepreneurs from think tanks, consultancy firms, top-ranking bureaucrats, etc. Drawing from the case of Hong Kong/Pearl River Delta, economic restructuring has given rise to the 'hollowing out' debate. In face of this debate, strategically placed entrepreneurs, think tanks and policy makers located in the production-trade-finance-knowledge circuits were searching for new visions and knowledge brands to shift meanings and to transform economic imaginaries. Strategic actors the service and manufacturing groups in Hong Kong commissioned their own consultancy reports that drew respectively on corresponding knowledge brands that were circulating in the transnational policy fields. These brands were: the Harvard-Porter's 'competitive advantage' (1985) and MIT-Berger-Lester's 'industrial performance' models. These two knowledge brands have been stabilized as competing modes of developmentality (development governmentality) and have operated as paper-based economic panopticons to order/manage, at a distance, the organization of Hong Kong's/Pearl River Delta's space, policy, and, ultimately, the conduct of its population. These modes of developmentalities have met resistance from other forces in other spaces and with other interests, including from below. Nonetheless the two main power blocs are engaging in inter-bloc negotiations in the light of such resistance sand are creating a hybrid strategy under the dominance of the service bloc.

Hailong Tian
Structures and Strategies in the Process of Evaluating Chinese Universities' Teaching Quality

After an expansion of recruitment in Chinese universities, teaching quality becomes the main concern of both educational bureaucrats and universities. To ensure the rising of teaching quality in universities, the practice of teaching quality assessment is now introduced to Chinese universities. This practice involves, among other things, a lot of paper work which produces discourses of and about the teaching quality. Discourses of teaching quality may include the university's self-assessment, and the assessing group's assessment, of the teaching quality; discourses about the teaching quality are solely those produced by the university itself. These teaching assessment discourses of and about the teaching quality, though addressing the same topics and issues, bear differences in terms of order of discourse.

Adopting the method of interdiscursive analysis practiced in the field of critical discourse analysis (e.g. Fairclough 2001, Wodak 2001), this paper analyzes a Chinese university's assessment discourse and the discourse about its assessment. Its assessment discourse includes its self-assessment report and its president's report; the discourse about its assessment includes newspaper reports on the university's effort to achieve teaching quality. By examining the topics these two discourses are concerned and the ways the teaching quality is represented in these two discourses produced by the university, this interdiscursive analysis aims to investigate how these discourses affect the assessment discourse of the teaching quality by the assessing group.

The findings of this interdiscusive analysis may formulated as: though the assessing group is in a dominant position and has a decisive role to play, it is influenced to a great extent by the discourses produced by the university when the group produces its assessment discourse of the teaching quality in the university. In this case, its final and decisive assessment of the teaching quality of the university turns out to be much similar to the discursive construction of the teaching quality by the university itself which, through mobilizing the mainstream media so as to create a different order of discourse, influences the assessing group to reach a decision in favour of the university. Teaching quality in the assessing practice is then more a discursively constructed replica of the reality than a practically achieved reality.

David Tyfield and James Wilsdon
The Era of *zizhu chuangxin*? Contemporary Discourses of Innovation in China and Their Impact on National and International Innovation Policy

China in 2007 is the world's largest technocracy: a country ruled by scientists and engineers who believe in the power of science, technology and innovation to deliver social and economic progress. The Chinese innovation system has its weaknesses but one thing it excels at is the rapid mobilisation of resources. Since 1999, China's spending on research and development (R&D) has increased by more than 20 per cent each year. Right now, the country is at an early stage in the most ambitious programme of research investment since John F Kennedy embarked on the moon race.

In January 2006, China's Science and Technology Congress approved a new *Medium to Long Term Science and Technology Development Programme*. This identifies priorities for the next 15 years and confirms the aim of boosting investment to 2 per cent of GDP by 2010 and 2.5 per cent by 2020. In his keynote speech to the Congress on 9 January 2006, President Hu Jintao called on China to become an 'innovation-oriented society'.

China's long boom, in which growth has averaged 9 per cent a year for over a decade, has been propelled by a combination of low-cost manufacturing, imported technology and substantial flows of foreign investment. But the new 15-year plan starts by acknowledging that this mix will not be sufficient to carry China through the next stage in its development. The plan mentions a series of 'acute challenges', including the availability of energy and resources, levels of environmental pollution, and weak capabilities for innovation. These can be overcome only through a new focus on 'independent innovation' (*zizhu chuangxin*).

Certain slogans and concepts have defined different periods in China's history: 'serve the people' in Mao's time; 'reform and opening' and 'the four modernisations' during the Deng Xiaoping period; 'the three represents' of Jiang Zemin; and under Hu Jintao phrases like 'the peaceful rise' and 'the harmonious society'. *Zizhu chuangxin* looks set to become another period-defining mantra. Policy-makers have decided that independent innovation is what China needs. It is no longer enough to import or copy high-end technologies from the US, Japan and Europe. China now needs to create its own technologies that can support future waves of economic growth.

This paper will describe how the new discourse of *zizhu chuangxin* is shaping

science and innovation policy in China, and being interpreted by key institutions such as the Ministry of Science and Technology (MOST) and the Chinese Academy of Sciences (CAS). It will also explore how policymakers and business leaders in the US and Europe have reacted to this shift in policy from Beijing. Finally, it will consider whether *zizhu chuangxin* may encourage a shift towards techno-nationalism (in China or overseas) or whether the impulse towards international collaboration is likely to prove stronger.

Jennifer Wei
A Hybrid Chinese for the 21st Century

This paper aims to point out the many forces and counter forces at work in Taiwan's choice of language and national identity. We argue that our construction and perceptions of language and identity parallel socio-political transformations, and that language and identity crises arise during power transitions. Under these premises language and identity are never well-defined or well-bounded. Instead, they are pristine political symbols subject to manipulation and exploitation during socio-historical upheavals. By adopting CDA (Critical Discourse Analysis), we are able to reveal the intricacies of the socio-political conditions at play in constructing and sustaining the many nationalistic discourses. Furthermore, by taking a historical journey through the ontology of Taiwan's nationalistic discourses, we are able to see the rise and demise of a national consciousness, the similarities and differences among various discourses which are not necessarily competing against each other in a polyphonic hyper-modern era, but projecting pluralistic political possibilities in a democratizing context. Last, alternative ways to conceptualize language and identity are suggested by first deconstructing the blood and soil metaphors and the familial allusions describing language varieties in the Chinese communities and then by looking into the concepts of concentric and marginality for a more realistic description.

Doreen D. Wu
Towards a Glocalization Perspective of Media Discourses in Contemporary Cultural China

The paper will critically review the issues of globalization and localization in media practice of Cultural China and present a glocalization perspective for studying contemporary media discourses. The paper will present in details three basic principles embraced by this glocalization perspective and propose two notions--"discursive appropriation" and "discursive reinvention"—and illustrate in details the operational definitions of these two notions for our further study of the process as well as the product of media discourses in contemporary Cultural China.

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