

中国工程文化

IREE 2010 - Engineering Cultures China

Activity: Analyzing National Images

Estimated Time: 30 minutes in groups, 30 minutes debrief

Task Configuration: Pairs or Small Groups

We are regularly exposed to cultural images of other peoples, cultures, and countries, especially through the media (TV, film, music, etc.). Yet since these representations can only provide a partial perspective to viewers, they are necessarily incomplete and subjective. The media images and messages we encounter may also be skewed by various implicit and explicit biases and agendas. This activity is designed to enhance your ability to identify and critically analyze dominant images of China and the United States (including Chinese and American people and culture) that appear in major media outlets.

Working in pairs, you are expected to find and analyze one news article about China published in a U.S. media outlet, **OR** one article about the U.S. published in the Chinese media. The stories can focus on most any topic, e.g. society, culture, economy, politics, etc.

For each article, you should discuss the following major themes:

- How does the article represent the counterpart country and/or its people? What dominant images does it convey?
- Are these images and representations accurate, appropriate, and/or biased?
- What can you infer about the originating country (i.e. the country from which the article originated) from the article? What national fears, goals, hopes, anxieties, etc. does the article reflect?

You may wish to start your search for articles using online news sites such as:

U.S.

- news.google.com
- www.foxnews.com
- www.nytimes.com
- www.usatoday.com

China

- www.chinadaily.com.cn
- english.peopledaily.com.cn
- www.shanghaidaily.com
- english.sina.com

Be prepared to present and discuss your findings with the other groups.