



JOURNAL OF
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The Trajectory of Emerging Media & Technology Companies: Transnational Businesses, Transcultural Communications

ECREA Post-conference Sponsored by Communication History Section &
International and Intercultural Communication Section

November 18, 2022

ONLINE

ZOOM Meeting ID: 467 671 3868
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Organizer

China Media Observatory, Università della Svizzera italiana (Lugano, Switzerland)
Journal of Transcultural Communication (De Gruyter)

Co-organizer

School of International Journalism and Communication, Beijing Foreign Studies University
Institute for a Community with Shared Future, Communication University of China

Program

10.00-10.15 (UTC+8) Opening Ceremony

Chair:

Deqiang Ji, Managing editor, *Journal of Transcultural Communication*; Professor,
Communication University of China

Opening remarks:

Gabriele Balbi (recorded), Chair of ECREA Communication History Section; Associate
Professor, Institute of Media and Journalism, Università della Svizzera italiana

Mélodine Sommier (recorded), Chair of ECREA International and Intercultural Communication
Section, Academy of Finland Research Fellow, University of Jyväskylä

10.15-11:30 (UTC+8) Chinese Technology Companies in Asia and Africa

Chair: Sixian Lin, Beijing Foreign Studies University

Discussant: Dianlin Huang, Communication University of China

Interdisciplinary Research in Globalization Strategies and Insights of Chinese Enterprises -- Taking performance of TikTok in India as an example

Li, Rui; Zhai, Beibei

Beijing Foreign Studies University

Politicizing the Chinese Emerging Media Companies: A Case Study of the Rise and Fall of TikTok in India

Zhang, Xiaoyu

Communication University of China

The Localization, Growth and Closure of ByteDance's Helo in India: A Case Study of Chinese Social Media Giant's Third-world Gold Rush

Xu, Nuo

Peking University

An abortive de-othering attempt: TikTok's discipline of African-related short videos by Chinese living in Africa and the re-stereotyping of African images

Tan, Yuchen

Communication University of China

11:30-11:45 (UTC+8) Tea Break

11:45-13:00 (UTC+8) Platforms, Globalization and Cultural Boundaries

Chair: Can Cui, Beijing Foreign Studies University

Discussant: Deqiang Ji, Communication University of China

Umbrella global platform of Tencent eSports industry in China

Zhao, Yupei; Lin, Zhongxuan
Zhejiang University; Jinan University

The cross-genre dissemination of platformed cultural contents: Computing how algorithms erode cultural boundaries in China

Ma, Lide; He, Yuan; Zhao Xiuli; Ren, Beijia
Beijing Normal University; Hebei University

The Influence of TikTok's Involvement in Global Governance Through Cooperation with UN Agencies on Its Brand Image Building

Xia, Mengyi
University of Macau

13.00-15.00 (UTC+8) Lunch Break

15.30-17.30(UTC+8) /08.30-10.30(CET) Branding and Rebranding of Technology Companies

Chair: Deqiang Ji, Communication University of China
Discussant: Daya Thussu, Hong Kong Baptist University

A Post-Colonial analysis of transcultural news frames – A case study of Facebook's rebranding

Ditlhokwa, Gopolang; Cann, Victoria E.
Communication University of China; University of Colorado

The achievement and dilemma of Bytedance on glocalization

Xie Siqi, Liu Liuni, Zhou Yitong, Li Suju
Shenzhen University, Beijing Kuaishou Technology Co., Ltd., IKEA (China) Investment Co., Ltd., KPMG Huazhen LLP.

The Super App Strategy: How Tencent combines platformization, infrastructuralization, conglomeration, and financialization in China's app economy

Jia, Lianrui; Nieborg, David; Poell, Thomas
University of Sheffield; University of Toronto; University of Amsterdam

17.30-19.30(UTC+8) /10.30-12.30 (CET) Keynote Roundtable Discussion

Chair: Gabriele Balbi, Università della Svizzera italiana

Invited Speakers:

Daya Thussu, Hong Kong Baptist University

Dwayne Winseck, Carleton University

Stephen Croucher, Massey University

Fei Jiang, *Journal of Transcultural Communication*; Beijing Foreign Studies University

***Final Remarks from Beijing site**

Deqiang Ji

19.30-20.30(UTC+8) /12.30-13.30 (CET) Lunch Break

20.30-22.30(UTC+8) /13.30-15.30 (CET) Panel FOUR: Transcultural Challenges in Business Practice and Beyond

Chair: Mélodine Sommier, University of Jyväskylä

Discussant: Mélodine Sommier, University of Jyväskylä

Cultural Homogeneity or Cultural heterogeneity? Questioning the changing corporate culture among emerging technology companies

Ely Luthi, Zhan Zhang

Università della Svizzera italiana

Intercultural experience learning in Metaverse and VR world

De Masi Vincenzo

United International College (UIC) Beijing Normal University

Being Chinese Online – Discursive (Re)production of Internet-Mediated Chinese National Identity

Wang, Zhiwei

University of Edinburgh

***Final Remarks**

Zhan Zhang, Università della Svizzera italiana

Mélodine Sommier, University of Jyväskylä