

Cultural property Right Issues and Media Studies: Recent Development in China

Keyword

Media democratic and transparent reform

The print media and online media

Women and media reform

the property right issue is the key area for china's reform since 1978. After 30-years reform this issue is still important, the modern enterprise system oriented reform model for the public media units is still a great challenge for the 21st century, re-understanding and learning diversified ownership rights arrangements will be the pre-condition for 21st century deeper reform, my talk will discuss all related important issue, i.e.1) recent scholarship on the innovative research on diversified cultural property right awareness, enriched legal studies, the newly issued documents, policies, regulations, and various areas of practical studies: 2) cross-disciplinary research and gap among scholars from academic, media and policy-making institutions, between east and west China, in terms of reform speed and direction; cooperation among scholars from business law, tax law, social law, environmental law, and press regulations studies circles achievements should be shared, 3) cultural property and cultural assets are mostly intangible assets, its financial aid has been a problem- one of the highlights of the cultural property right reform is the establishment of the Cultural Assets and Equity Exchange Center, (Nan fang Media Group Zhang Zhibing) . Four banks of ICBC, China Construction Bank, Ever bright Bank, and Minsheng Bank have recently initiated their programs on internationalization of investment, financial securities, insurance services and have supported media reform project (Case: Anhui New Media Group offering of 110 million shares of stock to raise funds of \$ 1.3 billion, on the first day IPO increased the company's value exceeded 16 billion Yuan, became country's second important cultural enterprises. 4) The most vivid and positive reforms have taken place in the field of online media, the online media reform have increased transparency, network media sector reform has been associated with the highest degree of privatization efforts, the success stories of TV media reform is closely related to diverse ownership arrangements so as recent reforms from the field of print media. Sina, Netease, Sohu three sites' advertising revenue and influence power have increased, beyond print media. 5) media cultural rights reform with private or unified ownership patterns and arrangements have faced direct conflict and confrontation in many ethnic minority regions where values of the collective and local ancient property rights models (Elinor Ostrom 1933-2012)have been studies more in 21st century, common property rights model, mixed economic ownership beyond state and private property rights researches have been introduced and published, the

new research explores the cooperative nature of ownership (a case in southwest Guizhou, Yunnan, regional ethnic folk songs and epic ownership controversy) in many ethnic communities the privatization oriented limited research under western financial unit support and policy guidance have faced challenges , 6) there will be more new changes in terms of research topics for the 21st century, i.e. July 22, 2009, China's first special plan for cultural industries reform has been initiated. Following the Top Ten industries of steel, automobile, textile and others industries, this revitalization plan involves the planning of the media reform documents. Research literature on the media enterprise ownership reform is lagging behind the rest of the industry (exception: network) media scholars classified the traditional (newspapers and television) from new media (network) to strengthen the competitive dynamic, recently there are some initiatives emerging within the field of traditional media where more flexible ownership model have been arranged, the South-South cooperation, the five countries BRIC Bank establishment will balance global value system, the 21st century media reform direction needs ideas and consultation from global south and north financial institutes, the occlusive revitalization policy influenced by post 17th century Western economic concept of World Bank is no longer enough. Balance the interests of all parties will lead to a richer understanding and welcome diversified global property right modes. The reforms for the 21st century media enterprises will face many new problems, however have gained many achievements, mainly in the TV industry, richness of the program, democratic selection of performance for the Spring Festival Evening program, reports on social corruption issues, touching story of rural women, recent CCTV initiatives and re group her different programs and more integration production of programs involved in more flexible financing loans circulation transactions, employing a multiple ownership model, there are more new attempts to promote new competition to bring new programs such as " China moved " " Key Issues " which focused more on public issues and have shortened the distance between media and people, but issues related to media as a third hand, or power research topic and democracy and media studies, as well as anti-corruption issues should be encouraged, certain programs, could be kept or slowly reformed because of its own sensitivity , the nature of the global pattern of exciting national alliance , and the cooperative nature with the countries in the southern hemisphere (temporary strategic alliances Gayatri C. Spivak) also due to other reasons such as the information security and to help or assistant for the public media facing a more complicated issues of the reform processes especially those related to international relations and political sensitive programs, some scholars have proposed a new policy of dualism (administrative model for certain political programs, and business model for the rest) media reform practice for certain reserved programs, as well as a two-pronged approach road which for some conservative scholars, is too radical but for liberal minded scholars a compromised solution and temporary approach and it is likely to be

only short-term choice decision, and hope for national understanding and respect.

--

WU Ga Ph.D. Michigan Ann Arbor
昆明云南 Kunming Yunnan china
86871 6414 1750
86871 6463 4270
183 8812 9545