



with visiting Associate Professor

A/PROF. SHIXIN IVY ZHANG

University of Nottingham Ningbo China



THURSDAY

6 JUNE 2024



TIME

10:00 AM - 12:00 PM



VENUE

OUT KELVIN GROVE,
Z9-607

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The Art of Media War: Media Strategies in the Digital Age

This seminar focuses on the literature review and research designs of the ongoing book project about media strategies. To advance theories in media and conflict, this project will draw wisdom from the Art of War in ancient China, hence proposing a new theoretical and explanatory framework to study media strategies in times of crisis, wars and conflicts. The primary questions this research aims to tackle are: First, what are the media strategies of institutional media outlets and professional journalists/editors in the digital age? Second, what are their strategies in news coverage of crisis, wars and military conflicts? Third, how to use and adapt The Art of War to explain the decision-making process in the media war?

The media and conflict studies have become a 'distinct area of scholarship' (Bräuchler & Budka, 2020, p.ix). Scholars have examined the diverse media use, practices, and effects in different conflict stages and scenarios. Theoretically, with the prevalent use of digital/social media, we have witnessed the paradigm shift from the mediation of conflict to the mediatization of conflict. However, the main theories in contemporary media and conflict studies are rather limited to the CNN effect and Al-Jazeera effect, Entman's (2008) network activation model, mediatization of conflict (Hoskins & O'Loughlin, 2015), and news framing theory (Entman, 1993). New theoretical frontier, terrain and paradigm need to be laid out. Moreover, the dominant media-conflict theories are originated in, developed from and confined to the Western countries. As McQuail (2006) claims, 'Western "communication science" does not offer any clear framework for collecting and interpreting observations and information about contemporary war situations'. Such claim remains valid even today.

To move beyond the Western theoretical lens, this project intends to draw wisdom from The Art of War by Sunzi, the most famous military strategist in ancient China. Though written thousands of years ago, The Art of War remains the most influential military treatise in the world today. Not only in military, the principles laid out in The Art of War have been studied and applied in various disciplines such as marketing, business management, international relations, diplomacy, sports, and Covid-19 pandemic outbreak management (Maxwell, Perl & Cutrell, 2020). This project shall be the first ever attempt to apply The Art of War in the studies of media war.

Biography | Shixin Ivy Zhang (PhD, University of Leeds, UK) is an Associate Professor of Journalism Studies at School of International Communications, University of Nottingham Ningbo China. She is specialized in journalism studies and media-conflict studies. She has written and (co)-edited six books. Her articles appeared in Journalism, Journalism Studies, Digital Journalism, and so on. She is the member of editorial board of Digital Journalism (2021-).