

SNUAC Visiting Scholars Brown Bag Seminar Series, Spring 2015

Studies on CCTV News

Dr. Li Yang

China Central Television, or CCTV, is a national television station of the People's Republic of China. It was on its trial broadcast on May 1st, 1958, and formally launched on September 2nd of the year. As the most important medium in China, CCTV not only provides information to general public throughout China, but also works as an open window between China and the rest of the world. Because of the extensive land of China, by the end of 2008, CCTV's news programs have covered about 96% of Chinese population, and over 1.2 billion viewers. China Central Television is currently operating 20 public channels, and broadcasting more than 600 hours a day. The 20 public channels are Comprehensive Channel, Economic Channel, Arts and Entertainment Channel, Chinese language International Channel(Asian version, European version and American version), Sports Channel, Movie Channel, Agriculture and Military Channel, TV Drama Channel, English language International Channel, Science and Education Channel, Traditional Chinese Operas Channel, Society and Law Channel, News Channel, Children's Channel, Music Channel, Spanish and French language International Channel, and HD channel. The news of these channels nearly covers all aspects of social life.

Dr. Li Yang got her Ph.D. degree in Communication from Chinese Academy of Social Science in 2006, then came to Communication University of China in School of International Studies as an associate professor for Cross-culture Communication Studies and teaching the courses in this fields, and currently working as postdoctoral fellow in the International Scholar Exchange Fellowship by Korean Foundation for Advanced Studies (2014-2015). Her major research interests and publications are on cross-culture communication, linguistics and international relations. She has been working in CCTV and many TV stations in China as an English News broadcaster for many years. Her correspondence emails:julialee59@hotmail.com

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Location: SNUAC #406