

2020

SINO-AFRICA CULTURAL EXCHANGE FORUM

5TH INTERNATIONAL FORUM ON FASHION COMMUNICATION AGENDA

13 August - 14 August, 2020



Opening Ceremony

Time

14:00 - 14:15 (Beijing Time) /9:00-9:15 (Nairobi Time) August 13, 2020

Form

Live streaming via Donghua University's official Weibo account and Douyin account

(Weibo link: <https://weibo.com/dhu123>)

Place

Virtual Studio of the College of Humanities, Donghua University

Working Language

English



Keynote Session

Time 14:15 - 16:00 (Beijing Time) /9:15-11:00 (Nairobi Time) August 13, 2020

Place Virtual studio of the College of Humanities, Donghua University

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Working Language English

Host Zhao Mingwei, Director of International Cooperation Office, Donghua University

China and Africa: Toward a Stronger Community with a Shared Future through a Shared Knowledge System

 **Liu Hongwu** Dean and Professor of the Institute of African Studies, Zhejiang Normal University

International Fashion Communication in the view of Mutual Learning among Civilizations

 **Meng Jian** Director, Professor and PhD supervisor, Fudan University National Center for Cultural Innovation Research

China's Image Communication in the Century-old Change

 **Feng Xiujun** Dean, Professor and PhD supervisor of the School of Marxism, Central University of Finance and Economics

Establishing a Cultural Research Platform for Confucius Institutes, Promoting Sustainable Cultural Exchanges between China and Africa

 **RASENDRA Zo Eva** Local Dean of the Confucius Institute at Antananarivo University, Madagascar

Building Back Better: The Sustainable Development Fashion Agenda

 **Michael Stanley - Jones** UNEP Programme Management Officer

Transformation and opportunity: Sustainable fashion innovation in the Post-corona virus era

 **Li Jun** Dean and Associate Professor, Shanghai International College of Fashion and Innovation, Donghua University



**2020 中非文化
交流论坛**
2020 SINO-AFRICA CULTURAL
EXCHANGE FORUM
暨第五届时尚传播国际论坛
5TH INTERNATIONAL FORUM ON FASHION COMMUNICATION

Seminar

Time 16:30 - 18:00 (Beijing time) /11:30-13:00 (Nairobi Time) August 13, 2020

Place Virtual Studio of School of Humanities, Donghua University

Form Live streaming via Donghua University's official Weibo account and Douyin account
(Weibo link: <https://weibo.com/dhu123>)

Language English

Host Li Xinxin, Executive Deputy Director of Foreign-educated Chinese Museum

China-Africa Cultural Exchanges: Sustainable Culture and Sustainable Fashion

Retrospect and Prospect of People-to-People and Cultural Exchanges Between China and Africa

- **Wang Heng** Deputy Dean, Professor, Institute of African Studies, Zhejiang Normal University
- **Wang Lijun** Graduate student, Institute of African Studies, Zhejiang Normal University

Kenyan Tribal Culture from Cultural Heritage Perspective

- **Zhao Xiaolin** Dean and Professor, College of Foreign Languages, Donghua University, Founding Dean of the Confucius Institute at Moi University in Kenya
- **Gu Xinyi** Graduate student, College of Foreign Languages, Donghua University

The Basic Ideas of China-Africa Community with a Shared Future in Post-Epidemic Era

- **Yu Songxin** PhD and lecturer, School of Humanities, Donghua University, Fashion & Communication Research Center of Donghua University

The Colours of Oya: Representations of Symbolic and Literary Allusions

- **Opeyemi Akinleye Adewale** Department of Mass Communication, Bayero University, Kano, Nigeria

Sustainability in Fashion, is it viable in our consumption-orientated society? What prevents consumers from making sustainable choices on clothes consumption?

- **Zhang Xin** Confucius Institute for Scotland in the University of Edinburgh

China's sustainable fashion leaders - How to effectively promote sustainable fashion through communication?

- **Karen Du** Sustainable Fashion Director, Impact Hub Shanghai

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Parallel Sessions

Date August 14, 2020

Language Chinese

Form Tencent Meeting (including international version - VooV Meeting)

Parallel Session (I)

China-Africa Cultural Exchanges and Sustainable Communication

Time: 14:00 - 16:00 (Beijing Time) /9:00-11:00 (Nairobi Time) August 14, 2020

Host: Jiao Yuhong, Deputy Director and Associate Professor, Fashion & Communication Research Center of Donghua University

Commentator: Yang Taolian, Professor, School of Humanities, Donghua University

Preliminary Thoughts on Further Promoting the Development of African Students Studying in China under the New Situation



Li Xinxin Foreign-educated Chinese Museum

Ethnic Boundary on Traditional Costume - Discourse and Practice of Tunisian Amazigh Costume Culture



Zhu Wenshan Postdoctor, Beijing Foreign Studies University

Narrative, Motif and Communication: Construction of China's National Image in Film and Television - Take "My Youth on the Silk Road" as An Example



Ye Changhai Associate Professor, Head of Communication Department, Donghua University / Fashion & Communication Research Center, Donghua University

Yan Yijing Graduate student, School of Humanities, Donghua University

China's National Image Construction in Africa—Based on the Analysis of China-related Reports in Kenya's Daily Nation in 2018



Yu Guizhang Graduate student, Institute of African Studies, Zhejiang Normal University

Exchange of Sports Culture between China and Africa in the New Era



Xia Xingdong Graduate student, Xi'an Physical Education University

Modern Design of Clay Seats based on Ethiopian Chica Furniture-Making Technology



Zhou Feng Associate Professor, College of Mechanical Engineering, Donghua University

Wang Nana Graduate student, College of Mechanical Engineering, Donghua University

Hao Jiaqi Graduate student, Hehai University

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Parallel Session (II)

China-Africa Community with Shared Future: Theory and Practice

Sponsored by

College of Marxism, Donghua University ▪ Research Base of Marxist Theory and Contemporary Practice
School of Marxism, Shanghai Normal University ▪ 21st Century Marxism Research Center

Parallel Session (II) A

Time

9:00 - 11:30 (Beijing Time) / 4:30-7:30 (Nairobi Time) August 14

First half

Host: Zhang Yongping, Executive Editor in Chief of The Party Building and Ideological Education in Schools

The Logical Basis of The China-Africa Community with A Shared Future

 **Chen Xiangyi** Professor, College of Marxism, Donghua University

The Construction and Generation Logic of the China-Africa Community with A Shared Future

 **Jia Shupin** Professor, School of Marxism, Shanghai Normal University

The Direction of China's National Image Construction in Africa from the Perspective of Great Changes

 **Zhang Zhengguang** Professor, School of Marxism, Shanghai Normal University

Cultural Identity and Mutual Learning Among Civilizations - Lay A Solid Foundation for the Development of China-Africa Community with A Shared Future

 **Liu Lin** Professor, School of Marxism, Shanghai Normal University

The Ethical Implications for Building A Community of Shared Future for Mankind

 **Su Lingyin** Associate Professor, School of Marxism, Shanghai Normal University

China-Africa Community with A Shared Future: History, Theory and Practice

 **Chen Limao** Associate Professor, School of Marxism, Shanghai Normal University

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Second half

Host: Yang Rongjun, Executive Deputy Editor-in-Chief and Professor of International Studies of Social Sciences

It's well worth strengthening the cooperation and exchanges on ideological and political education among young people in China and Africa

 **Wu Siyuan** Professor, College of Marxism, Donghua University

Management of Corporate Culture Communication: The Key to Enhancing the Core Competitiveness of Chinese-Funded Enterprises in Africa

 **Geng Bujian** Professor, School of Marxism, Shanghai Normal University

Research on the Advantages of China's Disaster Relief System

 **Kong Xiangcheng** Professor, College of Marxism, Donghua University

The Cultural Significance of Tell stories of China-Africa Solidarity against COVID-19

 **Zhou Zhihua** Associate Professor, School of Marxism, Shanghai Normal University

Research on Shanghai's Economic and Technical Assistance to African Countries (1956-1966)

 **Xu Jianxiong** Associate Professor, School of Marxism, Shanghai Normal University
Zhu Chenchen postgraduate, School of Marxism, Shanghai Normal University

Construction and Development of the China-Africa Community with A Shared Future in the New Era

 **Liu Junli** Lecturer, School of Marxism, Shanghai Normal University

Parallel Session (II) B

Time 13:00 - 16:00 (Beijing Time) /8:00-11:00 (Nairobi Time) August 14, 2020

First half

Host: Tang Jingli, Editor-in-Chief of China Higher Education

Commentator: Zhao Tao, Deputy Editor-in-Chief of Jianghai Academic Journal

Cryptanalysis of the International Influence of the Idea of a Community of a Shared Future for Mankind

 **Zhang Zhidan** Dean and Professor, School of Marxism, Shanghai Normal University

Problems and suggestions Facing Volunteer Chinese Teachers in Cape Verde under the Belt and Road Initiative

 **Duan Xinxing** Professor, China University of Mining and Technology

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Problems and suggestions Facing Volunteer Chinese Teachers in Cape Verde under the Belt and Road Initiative

 **Duan Xinxing** Professor, China University of Mining and Technology

The Socialist Gene of the China-Africa Community with a Shared Future

 **Zeng Ruiming** Professor, College of Marxism, Donghua University

Public Health Cooperation of the Forum on China-Africa Cooperation under the Epidemic Situation

 **Zhu Xinguang** Professor, College of Philosophy, Law and Political Science, Shanghai Normal University

Second half

Host: Wang Jiayao, Director of Editorial Department of Academics in China

Commentator: Cao Yongxin, executive deputy editor and researcher of Studies on Mao Zedong and Deng Xiaoping Theories

The World Significance of Exchanges, Mutual Learning and Co-Existence Between Chinese and African Civilizations

 **Zhang Guifang** Professor, Shanghai University of Finance and Economics

Chinese Elements in China-Africa Cultural Exchanges

 **Shi Shuchen** Professor, School of Marxism, Shanghai Normal University

China's Development Assistance to Africa from the Perspective of the Belt and Road Initiative: Goals, Strategies and Evaluation

 **Zhao Yinliang** Professor, School of Marxism, Shanghai Normal University

The Construction Logic of a Community of Shared Future for Mankind and the Revolution in Global Governance View

 **Wang Zhidong** Dean and Professor, College of Marxism, Donghua University

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Parallel Session (III)

Sustainable Development of Confucius Institutes in Africa

Time 13:00 - 16:00 (Beijing Time) /8:00-11:00 (Nairobi Time) August 14, 2020

Host Ye Changhai, Director of the Department of Communication, Donghua University, Fashion & Communication Research Center of Donghua University, Associate Professor and PhD

Commentator Chen Mingkun, Chinese Dean and Professor of the Confucius Institute at Mondlane University, Mozambique

The Identity of Native Chinese Teachers and the Sustainable Development of Confucius Institutes in Africa

 **Zeng Guangyu** Chinese Dean of Confucius Institute at University of Rwanda-College of Education

Localization of Chinese Education in Cameroon

 **Wu Qiang** Chinese Dean of the Confucius Institute at the University of Yaounde II of Cameroon

New Normal on Cloud - Challenges and Opportunities for the Survival of Confucius Institutes on Network in Africa

 **Zhu Yushan** Chinese Dean of the Confucius Institute at University of Lomé, The Republic of Togo

Reflections on the Connotative Development of Confucius Institutes in Africa

 **You Yonghong** Chinese Dean of the Confucius Institute at University of Malawi

The Practice and Exploration of the Development of Textile and Clothing Characteristics of the Confucius Institute at Moi University

 **Zhou Lei** Acting Chinese Dean of the Confucius Institute at Moi University, Kenya

Parallel Session (IV)

Seminar on Chinese Teaching in Confucius Institute at Moi University, Kenya

Time 14:00 - 16:00 (Beijing Time) /9:00-11:00 (Nairobi Time) August 14, 2020

Host Zhou Lei, Acting Chinese Dean of the Confucius Institute at Moi University, Kenya

Commentator Dr. Zhao Xiaolin, Dean and Professor, College of Foreign Languages of Donghua University, Founding Dean of the Confucius Institute at Moi University in Kenya



The Management and Thinking of Confucius Institute' s Educational Administration Based on Practice

 **Zhang Yi** teacher of the Confucius Institute at Moi University

Practice and Thinking of Financial Management at the Confucius Institute at Moi University

 **Yang Yang** volunteer teacher of the Confucius Institute at Moi University

Publicity Strategies, Problems and Countermeasures of the Confucius Institute at Moi University

 **Yan Chang** volunteer teacher of the Confucius Institute at Moi University


Practice and Thinking of Managing Students of Non-Credit Courses at the Confucius Institute at Moi University

 **Tian Shijuan** volunteer teacher of the Confucius Institute at Moi University

Experience Sharing of Elementary Chinese Classroom Activities at the Confucius Institute at Moi University

 **Huang Sui** volunteer teacher of the Confucius Institute at Moi University

Vocabulary Teaching Sharing of Elementary Chinese Courses at the Confucius Institute at Moi University

 **Huang Lilin** volunteer teacher of the Confucius Institute at Moi University



Closing Ceremony

Time

16:30 - 17:30 (Beijing Time)

11:30-12:30 (Nairobi Time)

August 14, 2020

Form

Tencent Meeting (VooV Meeting)

Place

Donghua University; Moi University

Language

Chinese ;English

