City University of Hong Kong

Department of Public & Social Administration

Research Student Seminar

Guangzhou Re-globalising

- Analysing a city's changing image in a transforming China (1980-2010)

by

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<table>
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<tr>
<th>Date</th>
<th>15 Nov 2011 (Tuesday)</th>
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<tr>
<td>Time</td>
<td>15:30 - 16:30</td>
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<td>Venue</td>
<td>B7516 (SA Conference Room), 7/F, Blue Zone, Academic Building City University of Hong Kong (Please use Lift No. 8)</td>
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<td>Language</td>
<td>English</td>
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Guangzhou has been at the forefront of China’s re-emergence into the global economy. This research focuses on the city’s changing image in a transforming China. The research proposal reviews the key relevant concepts and theories from a political economy perspective. The research will cover a period of three decades- from the early years of China’s opening up, from 1980 to the 16th Asian Games in 2010. The transformation of the city is studied through the changing external image of a globalizing city. The main source materials are three leading foreign newspapers, two Hong Kong newspapers and official documents. A number of interviews will also be conducted. This research proposal discusses the main concepts for the research which are globalisation, urbanisation, city image and city image building. The research proposal then discusses the distinctive features of Chinese urbanisation and how Chinese cities should be theorized. The research is using quantitative and qualitative content analysis as the principal methodology. The research proposal also outlines the future structure of the research as well as the further steps that the researcher is going to take.

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(Free admission)

All are welcome!