



# THE OHIO STATE UNIVERSITY

## INSTITUTE FOR CHINESE STUDIES

ICS presents the "Re-Imagining China's Past and Present" Lecture Series

### The Rise of China's Film industry: Concerns and Desires

Thursday, February 22, 2018

4:00-5:30 pm

Page Hall 020

1810 College Rd

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**Abstract:** China's film industry is touted to become the world's largest in the very near future. The rise of China's film industry has taken place alongside China's rise as a global power. Many of the concerns and desires in the nation's new found position are arguably reflected in China's cinema programming and filmmaking. This lecture considers how we might interpret these concerns and desires through a variety of angles. Firstly, the nation's domestic filmmaking trends; secondly, China's approval of certain foreign films for theatrical release across the nation; thirdly, Chinese Wanda's acquisitions of foreign cinema chains; fourthly, the reception of Chinese films abroad; and finally, China's official film co-production treaties. In combination, the rise of China's film industry appears less focused on "what the audience wants" and storytelling innovation, and rather focused on balancing two pressing concerns and desires for the nation. These are identified as mobilizing imaginations about social change in China domestically, while containing the messages communicated about who and what China is to a global film market's audience.

**Bio:** Dr. Nicole Talmacs received her PhD from the University of Sydney (Australia) in 2015. In 2016, she took up her current position as a Lecturer in Media and Communications Studies in the School of Film and Television Arts at the Sino-British joint venture institution: Xi'an Jiaotong-Liverpool University (Suzhou, China). She is the author of *China's Cinema of Class: Audiences and Narratives* (Routledge 2017). Her current research project investigates the challenges commercial Chinese cinema face in the global market through audience testing Chinese films in markets of strategic importance to China. This includes audiences in Australia, the UK, the USA, India, Zambia, Ethiopia, Kazakhstan and China. The project is funded by the XJTLU Research Development Fund. She currently teaches into XJTLU's Chinese communications, Chinese cinema, and global media communications modules.

### Free and Open to the Public

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