Schedule for the International Symposium on The Concept of the People in Consumer Society

Friday, September 18th

Check-in Location: Guiyuan Hotel, Southwest University

Saturday, September 19th

7:00	Breakfast
8:15-12:00	Presentations and discussions
14:15-18:00	Presentations and discussions

Sunday, September 20th

7:00	Breakfast
8:15-12:00	Presentations and discussions
14:15–18:00	Presentations and discussions
18:30-21:30	Trip of Consumption Exploration I

Monday, September 21st

9:00–15:30 Trip of Consumption Exploration II

Tuesday, September 22nd

Departure

Conference Schedule

Saturday, September 19th

Opening Ceremony: 8:15-8:45

Location: Jin Gui Hall, Gui Yuan Hotel

Hosted by: Professor Wei-sheng Xiao, Vice Dean of the School of Arts, Southwest

University, China

Opening Speeches:

• Professor Yan-qiang Cui, Vice Principal of Southwest University, China

- Professor Hui-min Jin, Director of Institute of Literature Research, Chinese Academy of Social Sciences China
- Professor David Pan, Director of Department of European Languages and Research, University of California, Irvine
- Professor Xu-dong Zhang, Director of Department of the East Asian Studies, New York University

Photographs: 8:45-9:00

First Session of Presentation and Discussion: 9:05–10:15

Moderator: Professor Wei-sheng Xiao, Southwest University, China *Speakers*:

- Professor David Pan, University of California, Irvine
 "From Political Patronage to Consumer Markets: De-politicizing the Capitalist
 Subject in Goethe's Wilhelm Meister"
- 2. Professor Xu-dong Zhang, New York University "Prose and Establishment of the Individual Consciousness in Modern Times"
- 3. Professor Hai Ren, University of Arizona "Chengdu Contemporary: An Aesthetic Critique of the Creative Economy in Urban China"
- 4. Professor Xi-jian Li, Shaanxi Normal University, China "The Making of the Consumption Ideology in Contemporary China"

Refreshments: 10:15-10:30

Second Session of Presentation and Discussion: 10:30–12:00

Moderator: Professor Xu-dong Zhang, New York University *Speakers*:

- 1. Professor Rainer Winter, Klagenfurt University, Austria "Consumption, Media and the Creativity of 'the People': Stuart Hall and the Tradition of Cultural Studies"
- Professor Wei-sheng Xiao, Southwest University, China
 "On the Conspicuous Consumption and the Critique of Commodity Aesthetics"
- 3. Professor Viren Murthy, University of Wisconsin-Madison "Rethink Popular Politics through Lu Xun and Mao Zedong: Takeuchi Yoshimi and the Problem of Resistance"
- 4. Professor Min Zhou, Shanghai International Studies University "The Other Narrative of the Consumer Society: 'Garbage' Aesthetics in Underworld"
- 5. Professor Ackbar Abbas, University of California, Irvine "Posthumous Socialism and the Dividual"
- 6. Professor Peng-cheng Kou, Southwest University, China "Can Consumer Society Advance Literature Progress?"

Third Session of Presentation and Discussion: 14:15–15:30

Moderator: Professor Qing-ben Li, Beijing Language and Culture University, China *Speakers*:

- 1. Professor Loren Goodman, Yonsei University/Underwood International College, South Korea
 - "Fists of Fury, Fists of Gold: Values, Identity and the Commodification of Heroism in Professional Boxing in China"
- 2. Professor Zi-yan Yang, Chinese Academy of Social Sciences, China "On the Evolution of Relationship between Emotion and Writing in China"
- 3. Professor Hong Liang, Beijing International Studies University, China "Entertainment or Empowerment: Social Media and Personal Life Sharing in China"
- 4. Professor Bing Zhang, Southwest University, China "Production and Risks of Literature in Consumer Society—and Inspiration from Art Production Theory of Marxism"

Refreshments: 15:30–15:45

Fourth Session of Presentation and Discussion: 15:45–16:45

Moderator: Professor Min Zhou, Shanghai International Studies University, China *Speakers*:

- Professor Ajay Gudavarthy, Centre for Political Studies of Jawaharlal Nehru University, India
 "Reducing Citizen to a Consumer: The Case of an Emergent Consumer Society
 - "Reducing Citizen to a Consumer: The Case of an Emergent Consumer Society in India"
- 2. Professor Bryan Reynolds, University of California, Irvine "Political Play: Children as Vanguards of Cultural Resistance and Change"
- 3. Professor Qing-ben Li, Beijing Language and Culture University, China "Production of Chinese Micro Film in the Era of Consumption"
- 4. Professor Yong Li, Henan University, China "On the Resistant Wisdom of Internet Buzzwords in Consumer Society"

Fifth Session of Presentation and Discussion: 16:45–18:00

Moderator: Professor Xi-jian Li, Shaanxi Normal University, China *Speakers*:

- 1. Professor Ding-jia Chen, Chinese Academy of Social Sciences, China "Development of Literature in the Age of Big Data"
- 2. Professor Zhi-jun He, Ludong University, China "The Consumption and Ecological Build of Literature and Art"
- 3. Ph.D Candidate Yan-hua Zhou, Southwest University, China "Seriality, Consumerism, Americanism: The Avant-Garde Gesture of Minimalism in the 1960s"
- 4. Ph.D Candidate Tang Ke-bing, Southwest University, China "The Lack of the Frame and Transformations of the Concept of Art"

Sunday, September 20th

Sixth Session of Presentation and Discussion: 9:00-10:30

Moderator: Professor Xu-dong Zhang, New York University *Speakers*:

- Bai Xian Scholar, AFLSP ,Tilak Jha, Zhejiang University, China "Being People and Consumer in a Knowledge Society: Perspectives on Media Industry in China and India"
- 2. India-China Government Doctoral Scholarship Researcher Shachee Agnihotri, Zhejiang University, China
 - "Emerging Consumer Trends among Silver and Singleton Generations in China"
- 3. Professor De-jin Xu, University of International Business and Economics, China "Literature as Cultural Capital: the Perspective of Consumerism in Literary Studies"
- 4. Postdoctoral Research Fellow, Dr. Xin-kui Li, Chinese Academy of Social Sciences, China
 - "From 'Oppositional Poetics' to 'Image Aesthetics': Neil Postman's Aesthetic Thoughts on Media Ecology"
- Ph.D Candidate Cong Zhang, Chinese Academy of Social Sciences, China "Sphere Theory and the Reflection of Modernity: on Kracauer's 'Detective Novels'"

Refreshments: 10:30–10:45

Seventh Session of Presentation and Discussion: 10:45–11:45

Moderator: Dr. Lang Jin, Chongqing University, China

Free discussion, questions and answers

Summary: 11:45-12:00

Professor Wei-sheng Xiao, Southwest University, China

Further Presentation and Discussion: 14:15–18:00

Trip of Consumption Exploration I: 18:30-21:30

Monday, September 21st

Trip of Consumption Exploration II: 9:00-15:30

Tuesday, September 22nd

Departure