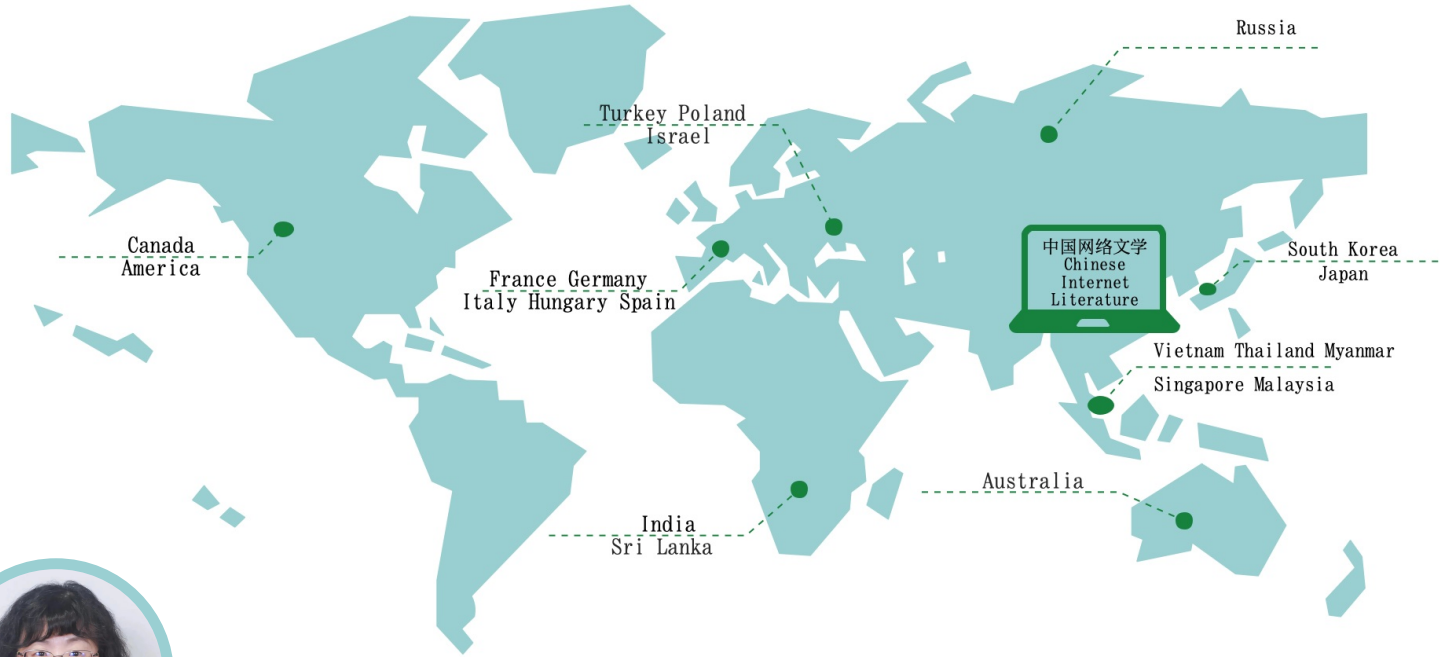


# Other Epistemologies Online Lecture Series 2.0

Semester Focus: Innovative Approaches to Gender and Genre: Literature and Women Studies



## 世界网络文艺格局中的文学“奇观” ——中国网络文学的发展成就和海外传播

14:00-15:45 (CEST) / 20:00-21:45 (GMT+8), Thursday, 26 October 2023

The lecture will take place via Zoom. Please register here: <https://www.aoi.uzh.ch/registration>

**Online Lecture by Prof. Dr. Yanjun Shao, Peking University**

自进入到网络时代（20世纪90年代中后期）以来，中国网络文学取得了举世瞩目的发展成就，也原创了以“起点模式”为代表的生产机制。在此动力机制的催动下，一个拥有悠久文学传统和最广大文学消费人口的大国，创造出了人类历史上前所未有的文学繁荣景况。近十年来，中国网络文学在海外传播方面的影响力持续上升。“网文出海”传播的不仅是中国文化和中国故事，更是与网络媒介最为匹配的文学生产机制和积累丰富的类型文套路经验。从另一角度来说，中国网络文学之所以能够通过粉丝渠道自发传播，是因为它的发生发展与世界流行文艺有着内在的连通性。只有在全球网络文艺发展和交流视野下考察，中国网络文学生产机制的先进性和“内容高地”的价值才能得到准确的认识。

**Prof. Yanjun Shao (邵燕君)** is Professor of Contemporary Chinese Literature at the Department of Chinese Language and Literature, Peking University, China. She is a leading scholar in Chinese Internet literature and has published various books, including *The Slanted Literature Field—on the Marketization Shift in Contemporary Literature's Production Mechanism* (2003), *Literature Transfer in the Internet Age* (2015), *The New Grammar of Internet Literature* (2021).



The Lecture will be held in Chinese. For the Q&A, questions in both English and Chinese are welcome.

本次讲座将以中文主讲，问答环节可使用中文或英文提问。