

Media in China

Consumption, Content and Crisis

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Media In China Consumption Content And Crisis

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Media In China Consumption Content And Crisis:

Media in China Stephanie Hemelryk Donald, Yin Hong, Michael Keane, 2014-02-04 Multinational media companies increasingly look to China as a highly important market for the future but with what degree of confidence should they do so Media in China is about a new kind of revolution in China a revolution in which rapidly commercializing media industries confront slow changing power relations between political social and economic spheres This interdisciplinary collection draws on the expertise of industry professionals academic experts and cultural critics It offers a variety of perspectives on audio visual industries in the world s largest media market In particular the contributors examine television film music commercial and political advertising and new media such as the internet and multimedia These essays explore evolving audience demographics new patterns of media reception in regional centres and the gradual internationalization of media content and foreign investment in China s broadcasting industries This book will of use to students and professionals involved in media and communication as well as anyone interested in contemporary China

HIV/AIDS, Health and the Media in China

Johanna Hood, 2011-01-25 HIV AIDS is an increasingly serious problem in China with an increasing number of new cases every year As a result HIV organizations have boomed with both state and non governmental organisations responding to the threat with campaigns to increase public awareness of the disease utilising the media as the primary tool to reshape citizens understandings and views of HIV AIDS This book explores how HIV AIDS is portrayed in China s media It argues that despite increasing education campaigns media coverage and social and academic openness towards HIV AIDS many Chinese of the majority Han ethnic group regard infection as a distant possibility believing themselves to be immune and infection a problem only for certain non Han ethnic groups with perceived lower moral standards in particular black Africans The book explores how HIV AIDS is reported analysing the language used in constructing and encoding the health narrative its subjects and ideas about the disease It demonstrates how China s media frequently employs negative events to present the most extreme possibilities of poverty danger disasters and disease with black Africa portrayed as an antiquated distant and socioculturally and politically backward place uniquely unsuitable for the containment of disease in contrast with the progressive scientifically sophisticated and morally upstanding Chinese It argues that this discourse has had the effect of distancing many Chinese from the perceived possibility of infection thus compromising the effectiveness of public health campaigns on HIV AIDs It suggests that the key to combating the spread of the disease lies in challenging the racialised narratives through which the disease is portrayed in China s media rather than simply by aiming to educate greater numbers of people

Consuming China Kevin Latham, Stuart Thompson, Jakob Klein, 2012-08-21 Post Mao China has been characterized in literature and the media as a burgeoning consumer society Consuming China investigates this characterization by examining the cultural significance of consumption and consumerism in the People s Republic of China today In questioning the notion of consumption this impressive work suggests that it is not simply a symptom of economic

reform within China neither a product of the emergence and transformation of contemporary Chinese capitalism Rather the essays offer a new perspective on Chinese consumption by focusing on more than just consumerism looking at the practices of consumption in relation to different manifestations of social and cultural change Drawing on case studies from Taiwan Hong Kong and the People s Republic of China Consuming China affords a greater understanding of the practice of Chinese consumption and will appeal to China scholars and anthropologists and to those with an interest in cultural and gender studies

How the Market is Changing China's News Xin Xin,2012-01-01 This book provides a micro analysis of the impact of marketisation and globalization on China s media system over the last three decades with a focus on Xinhua News Agency one of the most influential propaganda apparatuses of the Chinese Communist Party It investigates not only Xinhua itself but also its evolving relations with news sources media clients and other social institutions

Knowledge Workers in Contemporary China Jianhua Yao,2014-07-16 Knowledge Workers in Contemporary China Reform and Resistance in the Publishing Industry concentrates on the trajectories of the labor process transformation of knowledge workers mainly editors in the Chinese publishing industry The book focuses on their changing social economic and political roles their dilemmas challenges and opportunities associated with current social reform and China s integration into the global political economy At its core the book addresses three different yet interrelated processes of the political economy of communication commodification structuration and spatialization in the Chinese publishing industry It examines whether worker organizations and trade unions are effective in presenting editors legitimate rights and interests in current publishing reform Through the political economic analysis of knowledge workers in China s publishing industry Jianhua Yao helps readers better understand the broader social and economic transformations specifically the network of power relations and institutional contexts in which Chinese editors are situated that have been taking place in China since the late 1970s

Media and Cultural Transformation in China Haiqing Yu,2009-02-24 This book examines the role played by the media in China s cultural transformation in the early years of the 21st century In contrast to the traditional view that sees the Chinese media as nothing more than a tool of communist propaganda it demonstrates that the media is integral to China s changing culture in the age of globalization whilst also being part and parcel of the State and its project of re imagining national identity that is essential to the post socialist reform agenda It describes how the Party state can effectively use media events to pull social cultural and political resources and forces together in the name of national rejuvenation However it also illustrates how non state actors can also use reporting of media events to dispute official narratives and advance their own interests and perspectives It discusses the implications of this interplay between state and non state actors in the Chinese media for conceptions of identity citizenship and ethics identifying the areas of mutual accommodation and appropriation as well as those of conflict and contestation It explores these themes with detailed analysis of four important media spectacles the media events surrounding the new millennium celebrations the news reporting of SARS the media stories about AIDS and

SARS and the media campaign war between the Chinese state and the Falun Gong movement State Propaganda in China's Entertainment Industry Shenshen Cai, 2016-05-20 Most current research on the evolution of China's propaganda discourse only touches upon recent variations of official propaganda rhetoric grounded in popular media Here the research is extended by tapping into the most recently released popular cultural media narratives such as online documentaries films TV drama serials and education programs all of which are enlisted and co-opted by the state for propaganda goals This book maps out the cutting edge expansions of official propaganda that are embedded in the entertainment industry of contemporary China Its case studies bring to light the progression of the mainstream propaganda discourse in terms of its merging cooperation and compromise with the commercial features of both the traditional and newly emerging entertainment media In particular it examines a group of mass entertainment products which include two best selling mainstream blockbusters two on line commercial web documentaries the China Central Television Moon Festival Gala series socialist revolutionary TV drama serials and a prime time science and education program In so doing it forefronts the up to date developments and novelties of state propaganda its motives reasoning and approaches within the mediasphere of today's China Illustrating how the CCP propaganda apparatus and tactics evolve and become embedded in popular media products this book will be of interest to students and scholars of Chinese studies Media Studies and Popular Cultural Studies

Popular Media, Social Emotion and Public Discourse in Contemporary China Shuyu Kong, 2014-03-14 Since the early 1990s the media and cultural fields in China have become increasingly commercialized resulting in a massive boom in the cultural and entertainment industries This evolution has also brought about fundamental changes in media behaviour and communication and the enormous growth of entertainment culture and the extensive penetration of new media into the everyday lives of Chinese people Against the backdrop of the rapid development of China's media industry and the huge growth in social media this book explores the emotional content and public discourse of popular media in contemporary China It examines the production and consumption of blockbuster films television dramas entertainment television shows and their corresponding online audience responses and describes the affective articulations generated by cultural and media texts audiences and social contexts Crucially this book focuses on the agency of audiences in consuming these media products and the affective communications taking place in this process in order to address how and why popular culture and entertainment programs exert so much power over mass audiences in China Indeed Shuyu Kong shows how Chinese people have sought to make sense of the dramatic historical changes of the past three decades through their engagement with popular media and how this process has created a cultural public sphere where social communication and public discourse can be launched and debated in aesthetic and emotional terms Based on case studies that range from television drama to blockbuster films and reality television programmes to social media sites this book will be of great interest to students and scholars of Chinese culture and society media and communication studies film studies and television studies Media Power

and its Control in Contemporary China Yanling Zhu, 2022-11-30 This book takes an ethnographic approach to discuss the policy practices within China's broadcasting industry Exploring the gap between the contemporary policy regime and its implementation in national broadcasters and streaming services taking into account the interplay between broadcasters political bodies producers and audiences Zhu explains the contemporary role of Chinese national broadcasters in mediating the public discourse the collective reimagining of China's national identity and the newly found policy initiative of using state media as a means of nation branding Cases investigated include China Central Television CCTV Documentary China Global Television Network CGTN and the Shanghai Media Group SMG as well as co productions made by CCTV and international media firms including the BBC Discovery and the Japan Broadcasting Corporation NHK in a book that will interest scholars of Chinese politics media studies and sociology

Media, Identity, and Struggle in Twenty-First-Century China Rachel Murphy, Vanessa L. Fong, 2013-09-13 How are different groups of people such as sex workers migrant workers rural cadres and homosexuals represented in China's media How accurately do representations created by the media reflect the lived experiences of Chinese people Do Chinese people accept the representations and messages disseminated by the media Can they use the media to portray their own interests How are media practices in China changing Have new technologies and increased access to international media opened up new spaces for struggle in China The essays in this volume address these questions by using a combination of ethnography and textual analysis and by exploring representation in and usage of a range of media including instant messaging the internet television films magazines and newspapers The essays highlight highlights the richness diversity and sometimes contradictory tendencies of the meanings and consequences of media representations in China The volume cautions against approaches that take the representations created by the media in China at face value and against oversimplified assumptions about the motivations and agency of players in the complex struggles that occur between the media the Chinese state and Chinese citizens

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