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1999-2002: The Enemy Within, and the Enemy Without 2002-2004: Power Struggle-Jiang the ""Hardliner"" versus Hu the ""Reformer"" ; 2004-2007: Hu the ""Conservative""; Conclusion; 4: China's Unseen Engineers: Reform and Modernization in the Propaganda System ; The Origins of Modern Propaganda/PR Work ; Out with the Old, in with the New: Rejecting the Goals, but Not All the Methods, of Mao-Era Propaganda Methodology ; New Ways of Looking at Propaganda Work in China; Adapting Western Social Science Theories to Chinese Needs; Modernizing Traditional Propaganda Methods; Political PR Both Mouthpiece and Watchdog: The Chinese Media's Revised Role Public Advertising; 24-hour Spin Doctors; Conclusion; 5: Regimenting the Public Mind: The Methods of Control in the Propaganda System ; Propaganda Departments' Role in Censorship; Restricting the Information Flow: Propaganda Guidelines as a Form of Control ; State Organizations with a Censorship Role; Regulations as a Means of Control; Rule by Law; The Market as a Means and a Justification for Control; Appointing Gatekeepers as a Means of Control; The Carrot Approach: Rewards as a Means of Control Spiritual Civilization: Setting Social Norms as a Means of Control Controlling Social Science; Conclusion; 6: Sex Crime, Wheels of Law, and Song Zuying: Managing Information Communication Technology in China; Pinning Jell-O to the Wall: How China Manages the Internet ; The Use of Laws and Regulations to Control the Internet; Using Architecture to Control the Internet; Little Brother and Little Sister Are Watching You: Norms as a Means to Control the Internet ; Sex Crime, Wheels of Law, and Song Zuying: How China Uses the Market to Control the Internet The Internet as a New Locus for China's Propaganda and Thought Work

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#### Sommario/riassunto

After a period of self-imposed exclusion, Chinese society is in the process of a massive transformation in the name of economic progress and integration into the world economy, yet the Chinese Communist Party (CCP) is seeking to maintain its rule over China indefinitely. Examining Chinese propaganda and thought work in the current period offers readers a unique understanding of how the CCP will address real and perceived threats to stability and its continued hold on power.

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