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Altri autori (Persone)	ScottonJames Francis <1932-> HachtenWilliam A
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Nota di contenuto	New Media for a New China; Contents; Notes on Contributors; Preface; Introduction; 1 2008 New Challenges to China's Media; 2 Development and Theory of the Media; 3 The Impact of New Media; 4 Newspapers Changing Roles; 5 Magazines An Industry in Transition; 6 Radio Broadcasting Deregulation and Development; 7 Television Entertainment; 8 Television News; 9 Xinhua The Voice of the Party; 10 Advertising Wings for the Media; 11 Public Relations; 12 Film An Industry versus Independents; 13 English-Language Media in China; 14 Overseas Media Serve Chinese Diaspora; 15 Conclusion; Notes; Index
Sommario/riassunto	New Media for a New China is a timely introduction to the current state of the mass media in China and its growing role in the 21st Century global communication system Brings together an international cast of scholars to analyse the diverse roles of China's media, covering all the major industries (advertising, newspapers, broadcasting, magazines, film, TV, PR) Considers the position of China's media in the middle of the country's tremendous social, economic and political changes

Explores the concept of the 21st century as "China's Century" because  
of the nation's

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