1. Record Nr. UNINA9910372779203321 Autore Schneider Florian <1977-> Titolo Staging China: The Politics of Mass Spectacle / / Florian Schneider Pubbl/distr/stampa Leiden,: Leiden University Press, 2019 Leiden:,: Leiden University Press,, [2019] ©[2019] **ISBN** 9789400603462 9400603460 Edizione [1st ed.] Descrizione fisica 1 online resource (1 online resource 329 pages) : : illustrations 302.330951 Disciplina Soggetti Propaganda Communication - Political aspects Propaganda - China Communication - Political aspects - China Spectacular, The - Political aspects - China Electronic books. China Lingua di pubblicazione Inglese **Formato** Materiale a stampa Livello bibliografico Monografia Nota di contenuto Frontmatter -- Table of Contents -- Acknowledgements -- Note on Conventions -- List of Abbreviations -- 1 Introduction: Making Sense of China's Spectacles -- 2 Arriving on the World Stage -- 3 The Governance of China's Networked Spectacles -- 4 Staging China's Revival -- 5 Designing Chinese Nationalism -- 6 The Making of a Harmonious Utopia -- 7 Contested Nation Branding -- 8 Fractured Discourses, Idiosyncratic Interactions -- 9 Conclusion: The Legacy of China's Mass Media Events -- List of References -- Glossary -- Index The People's Republic of China began the 21st century with a new-and-Sommario/riassunto improved public relations approach that was meant to counter anxieties about China's role in the world while simultaneously showcasing the leadership's policies to a domestic audience. Crucial to this

communication strategy have been networked spectacles: elaborate mass event, designed to reconfigure organisations, ideas, and the

relations between people. In 'Staging China', Florian Schneider analyses large-scale projects like the Beijing Olympics and Shanghai Expo to show how such spectacles became part of the ruling party's governance toolkit under Hu Jintao's leadership, and how their legacy informs politics and political communication in China to this day.