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Nota di contenuto	TELEVISION AND THE MODERNIZATION IDEAL IN 1980s CHINA; CONTENTS; Introduction; Chapter 1. What Could You Do with a Television Set?: The Legitimization of Television; Chapter 2. Jump Starting a Learning Process: The Ownership of TV Sets and Social Status; Chapter 3. Documenting Nature: TV and the Representation of Nature in 1980s China; Chapter 4. TV and the Other Modern Mass Media; Chapter 5. Providing More Choices?: Domenstic and Imported TV Dramas and Gender Confusion; Epilogue. Continuity, Importation, Creation and the Chinese TV Industry; Bibliography; Index; About the Author
Sommario/riassunto	Using theories of visual culture, media technology, globalization and gender studies supplemented by visual images and interviews, the

book explores Chinese television history in the pivotal decade of the 1980s from the cultural studies viewpoint and explains the intellectual reception of television in China during the '80s.

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