

1. Record Nr.	UNINA9910466083103321
Autore	Brady Anne-Marie <1966->
Titolo	Marketing dictatorship : propaganda and thought work in contemporary China // Anne-Marie Brady
Pubbl/distr/stampa	Lanham, Maryland ; ; Plymouth, England : , : Rowman & Littlefield Publishers, Inc., , 2016 ©2016
ISBN	0-7425-6790-7
Descrizione fisica	1 online resource (247 p.)
Collana	Asia/Pacific/Perspectives
Disciplina	303.3/750951
Soggetti	Propaganda, Chinese Propaganda, International Electronic books. China Foreign relations China Politics and government 20th century
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Marketing Dictatorship; Contents; Figures; Abbreviations; Preface; 1: Introduction; 2: Guiding Hand: The Role of the Propaganda System; The Structure of the Propaganda System; Types of Propaganda; The Central Propaganda Department; The Powers of the Central Propaganda Department; Channels for ""Guidance""; The Structure of the Central Propaganda Department; Staffing Issues; The Leadership of the Propaganda System; Office for Foreign Propaganda/State Council Information Office; Provincial and Local Level Propaganda Departments; Some Other Organizations within the Propaganda System; Conclusion 3: From Thought Reform to Economic Reform: Comparing Propaganda and Thought Work in Different Eras Constructing Socialist China: Propaganda and Thought Work, 1949-1965; A Revolution from Within: Propaganda and Thought Work in the Cultural Revolution, 1966-1976; The Path to 1989: Propaganda and Thought Work in the Post-Mao Era; 1989: Turning Point of a New Era; Rebuilding Legitimacy in a One-Party State: Propaganda and Thought Work in the Post-' 89 Era; 1989-1992: Seizing with Both Hands; 1992-1994: Modernizing and Rationalizing

the Propaganda System; 1995-1998: Taiwan Crisis, China Threat
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

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.
