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Autore	Liu Chen
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Nota di contenuto	Introduction -- Chapter 1: The Transformation of the Concept of China Goes Global -- Chapter 2: The Critical Analysis of Approaches to Theorizing International Communication -- Chapter 3: The Theoretical Model of National Image -- Chapter 4: China's Political Image since 1978 -- Chapter 5: China's Economic Image since 1978 -- Chapter 6: China's Cultural Image since 1978 -- Chapter 7: China Goes Global for Future.
Sommario/riassunto	This book provides a historical review of the transformation of China's image around the world since the 1978 Reform and Opening Up. Based on a synthetic model that the author constructs for evaluating national images, together with a historical review and quantitative analysis, it discusses the issues and challenges confronting China's image around the world since the Opening Up. To help rectify the situation that most of the research on China's reform efforts focuses on hard power (esp. economic power), this book, which mainly focuses on China's soft power, reviews and assesses its global image from the three perspectives of politics, economy and culture. In the process, it sheds valuable new light on the presentation of China's image and the world's perceptions of China.

