

1. Record Nr.	UNINA9910780480503321
Titolo	Chinese communication theory and research [[electronic resource]] : reflections, new frontiers, and new directions // edited by Wenshan Jia, Xing Lu, and D. Ray Heisey
Pubbl/distr/stampa	Westport, Conn., : Ablex, 2002
ISBN	1-280-34888-7 9786610348886 0-313-01188-5
Descrizione fisica	1 online resource (299 p.)
Collana	Advances in communication and culture
Altri autori (Persone)	JiaWenshan <1961-> LuXing HeiseyD. Ray
Disciplina	302.2/0951
Soggetti	Communication - China
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	Contents; Acknowledgments; Introduction: The Significance of Chinese Communication Theory and Research in a Glocalizing World; I State of the Field; 1 Communication Studies in China: State of the Art; 2 Intercultural/ Interpersonal Communication Research in China: A Preliminary Review; 3 Chinese Communication Theory and Practice: A Tier- Based Perspective; II Metatheoretical Critique; 4 A Critical Examination of the Eurocentric Representation of Chinese Communication; 5 Masculinity Index and Communication Style: An East Asian Perspective; III Theory and Research in Context 6 Comparative Studies of Chinese and Western Rhetorics: Reflections and Challenges 7 "The Assimilation of Western Learning": An Overlooked Area of Intercultural Communication; 8 Research on Chinese Communication Campaigns: A Historical Review; 9 Balancing Ideals and Interests: Toward a Chinese Perspective of Development Communication; 10 Chinese Health Communication in the Old and New Millennia; 11 What We Still Need to Know about Chinese Negotiation; 12 Advertising with Chinese Characteristics: The Development of Advertising in China, 1979- 1999; IV Challenges of Glocalization

13 The Interface Between Culture and Technology in Chinese
Communication14 Computer- Mediated Communication: Internet
Development and New Challenges in China; 15 The Essential Role of
Chinese as the World's Leading Logographic Writing System in Global
Communication; 16 Problems and Prospects of Chinese Communication
Study; Index; About the Editors and Contributors
