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Note generali	Description based upon print version of record.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Introduction -- Why the People's Republic of China? -- Why the propaganda model? -- Ownership, size, and profit motive filter -- Sourcing filter -- External influences : flak and advertisers -- Dominant ideology filter -- Conclusion.
Sommario/riassunto	Hearns-Branaman presents a full-scale application of Herman and Chomsky's propaganda model to the People's Republic of China, examining the effects of concentrated media ownership, profit motive, the influence of advertisers and flak-generating groups, sourcing patterns of media, and dominant ideology.