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Nota di contenuto	Cover; Title Page; Copyright Page; Table of Contents; List of figures; Acknowledgements; Introduction: taste, class culture and the print media in contemporary China; Taste, distinction and class; New genres for the new middle-market readers; 1 Exemplary tastes, memories of class: history as cultural source; Post-reform nostalgia and select memories of the past; Recovering the last cultural aristocracy; Yu Qiuyu and the 'Great Cultural Essay'; Elite culture, popular icons and classics in multimillion bestsellers; 2 Narrating city, placing class; Reconfiguration of space as 'fix' and 'niche' Writing Shanghai for good taste and affluence Looking for the Peach Blossom Spring: Chengdu mode; 3 Aesthetic-politics of prosperity: romancing the middle class; White-collar romance; Re-establishing bourgeois and middle-class sentiments; Afterword; Notes; Bibliography; Index

<P>This book examines the transformations in form, genre, and content of contemporary Chinese print media. It describes and analyses the role of post-reform social stratification in the media, focusing particularly on how the changing practices and institutions of the industry correspond to and accelerate the emergence of a relatively affluent urban leisure-reading market. It argues that this reinvention of Chinese print media vis-a-vis the creation of a post-socialist taste (class) culture is an essential part of the cultural and affective transformations in contemporary Chinese society, and
