

1. Record Nr.	UNINA9910807188703321
Titolo	Media in China : consumption, content and crisis // edited by Stephanie Hemelryk Donald, Michael Keane and Yin Hong
Pubbl/distr/stampa	London : , : Routledge, , 2013
ISBN	1-317-97336-4 1-317-97337-2 1-315-87066-5
Edizione	[1st ed.]
Descrizione fisica	1 online resource (253 p.)
Altri autori (Persone)	DonaldStephanie KeaneMichael <1952-> YinHong <1961->
Disciplina	302.2/3/0951 302.230951
Soggetti	Mass media - China Mass media policy - China
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	First published 2002 by RoutledgeCurzon.
Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	Cover; Media in China; Title Page; Copyright Page; Table of Contents; List of tables and figures; Acknowledgements; Preface; Section 1: Background, History and Theory; 1 Media in China: new convergences, new approaches; 2 Chinese media - one channel, two systems; 3 Meaning, production, consumption: the history and reality of television drama in China; Section 2: Cinema and Television: Marketing Strategies, Hybridity, and Survival; 4 The consumption of cinema in contemporary China; 5 The global-national position of Hong Kong Cinema in China 6 'Satellite modernity': four modes of televisual imagination in the disjunctive socio-mediascape of Guangzhou7 Send in the clones: television formats and content creation in the People's Republic of China; Section 3: Politics, Image, and the Niche Market; 8 Rock in a hard place: commercial fantasies in China's music industry; 9 'We are Chinese' - music and identity in 'cultural China'; 10 Semiotic over-determination or 'indoctrination': television, citizenship, and the Olympic Games; 11 Crazy rabbits! Children's media culture 12 'What can I do for Shanghai?' Selling spiritual civilization in China's

cities13 Professional soccer in China: a market report; Section 4: Media, New Media, and Crisis; 14 Satellite and cable platforms: development and content; 15 Networks and Industrial Community Television in China: precursors to a revolution; 16 The Surfer-in-Chief and the would-be kings of content: a short study of Sina.com and Netease.com; 17 Responses to crisis: convergence, content industries and media governance; Notes on contributors; Bibliography; Index

Sommario/riassunto

Multinational media companies increasingly look to China as a highly important market for the future, but with what degree of confidence should they do so? Media in China is about a new kind of revolution in China - a revolution in which rapidly commercializing media industries confront slow-changing power relations between political, social and economic spheres. This interdisciplinary collection draws on the expertise of industry professionals, academic experts and cultural critics. It offers a variety of perspectives on audio-visual industries in the world's largest media market. In
