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Nota di contenuto	Preliminary Material -- Introduction / Pei-yin Lin and Weipin Tsai -- 1 Cultural Connections in a New Global Space: Li Shizeng and the Chinese Francophile Project in the Early Twentieth Century / Paul J. Bailey -- 2 Health and Hygiene in Late Qing China as Seen Through the Eyes of Japanese Travelers / Che-chia Chang -- 3 Modernity through Experimentation: Lu Xun and the Modern Chinese Woodcut Movement / Elizabeth Emrich -- 4 Technology, Markets, and Social Change: Print Capitalism in Early Twentieth-Century China / Tze-ki Hon -- 5 Medical Advertising and Cultural Translation: The Case of Shenbao in Early Twentieth-Century China / Max K. W. Huang -- 6 Planet in Print: The Scientific Imagination in Zheng Kunwu's Fiction during Taiwan's

Colonial Period / Mei-e Huang -- 7 Shaping Perception of the Second World War: A Study of Textbooks in Taiwan in the 1940's / Shi-chi Mike Lan -- 8 Envisioning the Reading Public: Profit Motives of a Chinese-Language Tabloid in Wartime Taiwan / Pei-yin Lin -- 9 The First Casualty: Truth, Lies and Commercial Opportunism in Chinese Newspapers during the First Sino-Japanese War / Weipin Tsai -- Bibliography -- Index.

Sommario/riassunto

Print, Profit, and Perception examines the dynamic cross-cultural exchanges occurring in China and Taiwan from the first Sino-Japanese War to the mid-twentieth century. Drawing examples from various genres, this interdisciplinary volume presents nine empirically grounded case studies on the growth in the production, dissemination and consumption of texts, which lay behind a dramatic expansion of knowledge. The chapters collectively address the co-existence of globalization and localization processes in the period. By taking into account intra-Asian cultural encounters and tracing the multiple competing forces encountered by many, this book offers a fresh and compelling take on how individuals and social groups participated in transnational conceptual flows. Contributors include: Paul Bailey, Chia-chia Chang, Elizabeth Emrich, Tze-ki Hon, Max K.W. Huang, Mei-e Huang, Mike Shi-chi Lan, Pei-yin Lin, and Weipin Tsai.
