

1. Record Nr.	UNINA9910818572903321
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Titolo	The political economy of news in China : manufacturing harmony / / Jesse Owen Hearns-Branaman
Pubbl/distr/stampa	Lanham : , : Lexington Books, , [2015] ©2015
ISBN	1-4985-0884-7 0-7391-8293-5
Descrizione fisica	1 online resource (163 p.)
Disciplina	303.3/750951
Soggetti	Propaganda - China Harmony - China Mass media - Political aspects - 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	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.