

1. Record Nr.	UNINA9910953520703321
Titolo	The history of Chinese animation . II / / edited by Lijun Sun ; translated by Shi Yi and Li Juntong
Pubbl/distr/stampa	London, : Routledge, 2020
ISBN	0-367-85503-8 1-000-74013-7
Edizione	[1st ed.]
Descrizione fisica	1 online resource (247 pages)
Collana	China Perspectives
Disciplina	791.43340951
Soggetti	Animated films - China - History and criticism Animation (Cinematography) - China - History
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
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Sommario/riassunto

China has been one of the first countries to develop its own aesthetic for dynamic images and to create animation films with distinctive characteristics. In recent years, however, and subject to the influence of Western and Japanese animation, the Chinese animation industry has experienced several new stages of development, prompting the question as to where animation in China is heading in the future. This book describes the history, present and future of China's animation industry. The author divides the business's 95-year history into six periods and analyses each of these from an historical, aesthetic, and artistic perspective. In addition, the book focuses on representative works, themes, directions, artistic styles, techniques, industrial development, government support policies, business models, the nurturing of education and talent, broadcasting systems, and animation. Scholars and students who are interested in the history of Chinese animation will benefit from this book and it will appeal additionally to readers interested in Chinese film studies.
