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Nota di bibliografia	Includes bibliographical references and index.
Nota di contenuto	chapter 1 The global and the national of the Chinese media / CHIN-CHUAN LEE -- chapter 2 "Enter the World" -- chapter 3 Capturing the flame -- chapter 4 Established pluralism -- chapter 5 Chinese media and youth -- chapter 6 Political drama and news narratives -- chapter 7 Globalization and the Chinese media -- chapter 8 Administrative boundaries and media marketization -- chapter 9 West Lake wired -- chapter 10 How do the Chinese media reduce organizational incongruence? -- chapter 11 Localizing professionalism -- chapter 12 The future of Chinese cinema -- chapter 13 Marketing popular culture in China.
Sommario/riassunto	Virtually every major media, information and telecommunications enterprise in the world is significantly tied to China. This volume provides the most expert, up-to-date and multidisciplinary analyses on how the contemporary media function in what has rapidly become the world's biggest market. As the West, particularly the United States, tries to integrate China into the global market economy, the book examines how globalizing forces clash with Chinese nationalism to shape China's media discourses and ideology. It also analyses the role of the media as a site of resistance within China to the ruling elite.

