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Autore	Hodge Bob (Robert Ian Vere)
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Collana	Culture and communication in Asia
Altri autori (Persone)	LouieKam
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Nota di contenuto	Front Cover; The Politics of Chinese Language and Culture; Copyright Page; Contents; List of figures; Series editor's foreword; Preface; 1. How to Read Dragons: the politics of understanding Chinese culture; 2. Reading style: interacting the Chinese way; 3. Writing and the ideological machine: Chinese characters and the construction of gender; 4. Grammar as ideology: critical linguistics and the politics of syntax; 5. Living with double-think: ambiguity in discourse and grammar; 6. The cult of the hero: masculinity and popular culture; 7. Breaking the square: film and representations of China BibliographyIndex
Sommario/riassunto	An innovative text which adopts the tools of cultural studies to provide a fresh approach to the study of Chinese language, culture and society. The book tackles areas such as grammar, language, gender, popular culture, film and the Chinese diaspora and employs the concepts of social semiotics to extend the ideas of language and reading. Covering a range of cultural texts, it will help to break down the boundaries around the ideas and identities of East and West and provide a more relevant analysis of the Chinese and China.

