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an empty show of strength: Media and the politics of discernment in provincial place branding projects  
11 Living Red: Production, consumption and local memory of revolutionary culture in Linyi  
12 Heritage struggles and place-makings in Zhejiang Province: Local media, cross-regional media interactions and media strategies from below; References; Index

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Sommario/riassunto

Mapping Media in China is the first book-length study that goes below the 'national' scale to focus on the rich diversity of media in China from local, provincial and regional angles. China's media has played a crucial role in shaping and directing the country's social and cultural changes, and whilst these shifts have often been discussed as a single and coherent phenomenon, this ignores the vast array of local and regional variations within the country's borders. This book explores media as both a reflection of the diversity within China and as an active agent behind these

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