

New media for a new China / edited by James F. Scotton and William A. Hachten

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Abstrak

New Media for a New China is a timely introduction to the current state of the mass media in China and its growing role in the 21st Century global communication system. Brings together an international cast of scholars to analyse the diverse roles of China's media, covering all the major industries (advertising, newspapers, broadcasting, magazines, film, TV, PR). Considers the position of China's media in the middle of the country's tremendous social, economic and political changes. Explores the concept of the 21st century as "China's Century" because of the nation's unprecedented growth.