Contents

Lis	st of figures	vii	
Lis	List of tables		
No	Notes on contributors		
Me	Members of the Editorial Board		
Εd	Editorial note		
Ac	knowledgements	xviii	
Int	croduction	1	
Ga	ry D. Rawnsley and Ming-yeh T. Rawnsley		
	RT I		
Th	e development of the study and the structure of Chinese media	7	
1	(Re)-Focusing on the target: reflections on a trajectory of studying the Chinese media Yuezhi Zhao	9	
2	China, soft power and imperialism Colin Sparks	27	
3	Evaluating Chinese media policy: objectives and contradictions Rogier Creemers	47	
	RT II urnalism, press freedom and social mobilisation	65	
4	Western missionaries and origins of the modern Chinese press Yuntao Zhang	67	
5	Setting the press boundaries: the case of the Southern (Nanfang) Media Group Chujie Chen	79	
6	Chinese investigative journalism in the twenty-first century Hugo de Burgh	100	

Contents

7	From control to competition: a comparative study of the party press and popular press Hsiao-wen Lee	117
8	Press freedom in Hong Kong: interactions between state, media and society Francis L.F. Lee	131
9	Media and social mobilisation in Hong Kong Joseph M. Chan and Francis L.F. Lee	145
10	Citizen journalists as an empowering community for change: a case study of a Taiwanese online platform 'PeoPo' Chen-ling Hung	161
	रा ॥ e Internet, public sphere and media culture	179
11	Politics and social media in China Lars Willnat, Lu Wei and Jason A. Martin	181
12	Online Chinese nationalism and its nationalist discourses Yiben Ma	203
13	A cyberconflict analysis of Chinese dissidents focusing on civil society, mass incidents and labour resistance Athina Karatzogianni and Andrew Robinson	217
14	Workers and peasants as historical subjects: the formation of working-class media cultures in China Wanning Sun	239
15	An emerging middle-class public sphere in China? Analysis of news media representation of 'Self Tax Declaration' Qian (Sarah) Gong	250
16	Expressing myself, connecting with you: Young Taiwanese females' photographic self-portraiture on Wretch Album Yin-han Wang	266
17	Against the grain: the battle for public service broadcasting in Taiwan Chun-wei Daniel Lin	281
18	Public service television in China Ming-yeh T. Rawnsley and Chien-san Feng	298

PART IV Market, production and the media industries 3		
19 The changing role of copyright in China's emergent media economy Lucy Montgomery and Xiang Ren	315	
20 Gamers, state and online games Anthony Y.H. Fung	330	
21 The geographical clustering of Chinese media production Michael Keane	341	
22 The politics and poetics of television documentary in China Qing Cao	355	
23 Contemporary Chinese historical television drama as a cultural genre: production, consumption and state power George Dawei Guo	372	
24 Live television production of media events in China: the case of the Beijing Olympic Games Limin Liang	389	
25 Negotiated discursive struggles in hyper-marketised and oligopolistic media system: the case of Hong Kong Charles Chi-wai Cheung	403	
PART V Chinese media and the world	425	
26 Internationalisation of China's television: history, development and new trends Junhao Hong and Youling Liu	427	
27 Decoding the Chinese media in flux: American correspondents as an interpretive community Yunya Song	446	
28 Chinese international broadcasting, public diplomacy and soft power Gary D. Rawnsley	460	
Appendix: Chinese dynasties at a glance Chinese glossary: selected Chinese names and terms Index		