

Contents

Acknowledgements	ix
Part 1. Paradigmatic reorientation	
Chapter 1	
The study of non-Western discourse	3
<i>Shi-xu</i>	
Chapter 2	
Communication theory and the Western bias	21
<i>Denis McQuail</i>	
Chapter 3	
Towards multiculturalism in discourse studies	33
<i>Shi-xu and Robert Maier</i>	
Chapter 4	
Beyond differences in cultural values and modes of communication	49
<i>Jan Servaes</i>	
Part 2. The discursive dominance of the West	
Chapter 5	
Reporting the Hong Kong transition:	
A comparative analysis of news coverage in Europe and Asia	73
<i>Jan Servaes and Sankaran Ramanathan</i>	
Chapter 6	
The contest over Hong Kong:	
Revealing the power practices of the Western media	89
<i>Shi-xu and Manfred Kienpointner</i>	
Chapter 7	
Hong Kong's press freedom:	
A comparative sociology of Western and Hong Kong's views	103
<i>Junhao Hong</i>	

Part 3. Complexity, diversity and Otherness of non-Western discourse

Chapter 8

Unfamiliar voices from the Other:

Exploring forms of Otherness in the media discourses
of China and Hong Kong

119

Shi-xu

Chapter 9

Media and metaphor:

Exploring the rhetoric in China's and Hong Kong's public discourses
on Hong Kong and China

139

Lee Cher-Leng

Chapter 10

Voices of missing identity:

A study of contemporary Hong Kong literary writings

165

Kwok-kan Tam

Chapter 11

Identity and interactive hypermedia:

A discourse analysis of web diaries

177

Hong Cheng and Guofang Wan

Chapter 12

Narrating Hong Kong history:

A critical study of mainland China's historical discourse
from a Hong Kong perspective

197

Lawrence Wang-chi Wong

Chapter 13

A nascent paradigm for non-Western discourse studies:

An epilogue

211

Narcisa Paredes-Canilao

Contributors

239

Index

243