



# Media in China: Consumption, Content and Crisis

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Multinational media companies increasingly look to China as a highly important market for the future, but with what degree of confidence should they do so?

*Media in China* is about a new kind of revolution in China - a revolution in which rapidly commercializing media industries confront slow-changing power relations between political, social and economic spheres. This interdisciplinary collection draws on the expertise of industry professionals, academic experts and cultural critics. It offers a variety of perspectives on audio-visual industries in the world's largest media market. In particular, the contributors examine television, film, music, commercial and political advertising, and new media such as the internet and multimedia. These essays explore evolving audience demographics, new patterns of media reception in regional centres, and the gradual internationalization of media content and foreign investment in China's broadcasting industries.

This book will be of use to students and professionals involved in media and communication, as well as anyone interested in contemporary China.

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## **Editorial Review**

### **Review**

**'A welcome volume in an under-researched field ... interesting and thought-provoking reading.'** - *The China Quarterly*

### **About the Author**

Stephanie Hemelryk Donald is Senior lecturer in Media and communications at the University of Melbourne. Research interests include children and the media in China, film cultures and visual politics in the Asian region. Michael Keane is Research Fellow at the Creative Industries Research and Applications Centre at Queensland (CIRAC) University of Technology. His PhD. dissertation (1999) discussed policy and Chinese domestic television drama development in the 1990s. Research interests are media governance, and television format trade and creative industry developments in East Asia. Yin Hong is Professor in the Department of Communication, Tsinghua University, Beijing, China.

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