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HANDBOOKS



Routledge Handbook of Chinese Media

Edited by Gary D. Rawnsley and
Ming-yeh T. Rawnsley

'The disciplinary maturity of Chinese communication and media studies is on show in this strong collection. Established and emerging scholars have contributed to a volume that ranges across most of the topics that constitute a grounding for students.'

— **Professor Stephanie Hemelryk Donald**, *Head of School of the Arts, University of Liverpool, UK*

The study of Chinese media is a field that is growing and evolving at an exponential rate. Not only are the Chinese media a fascinating subject for analysis in their own right, but they also offer scholars and students a window to observe multi-directional flows of information, culture and communications within the contexts of globalisation and regionalisation. Moreover, the study of Chinese media provides an invaluable opportunity to test and refine the variety of communications theories that researchers have used to describe, analyse, compare and contrast systems of communications.

The *Routledge Handbook of Chinese Media* is a prestigious reference work providing an overview of the study of Chinese media. Gary and Ming-yeh Rawnsley bring together an interdisciplinary perspective with contributions by an international team of renowned scholars on subjects such as television, journalism and the internet and social media. Locating Chinese media within a regional setting by focusing on 'Greater China' (the People's Republic of China, Taiwan, Hong Kong, Macau and overseas Chinese communities), the chapters highlight the convergence of media and platforms in the region, and emphasise the multi-directional and transnational character of media/information flows in East Asia.

Contributing to the growing de-westernisation of media and communications studies, this handbook is an essential and comprehensive reference work for students of all levels and scholars in the fields of Chinese studies and media studies.

Gary D. Rawnsley is a Professor of Public Diplomacy, Aberystwyth University, UK.

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Editorial note

This book follows the Chinese convention for Chinese names, that is, family names precede personal names (for example, Deng Xiaoping, Mao Zedong). However there are two exceptions: first, the names of the contemporary Chinese authors of both English-language and Chinese-language sources follow the English convention of the personal name preceding the family name (for example, Hui Wang, Jinhua Dai). Second, if a Chinese individual has adopted a particular English name that is well known in the field, the book will use the English formation (for example, Jimmy Lai, Jackie Chan).

The Chinese pinyin system is adopted for the Romanisation of Chinese names (e.g. Xi Jinping, Hu Jintao) unless the individual has already obtained a particular English spelling of the name that is well known in the field (for example, Chiang Kai-shek, Sun Yat-sen). Similarly we opt for 'Kuomintang' (instead of 'Guomindang' in pinyin) because it is widely used in English literature. The Chinese pronunciation of important Chinese phrases and terms that are directly relevant to the discussion of the book are given in pinyin after the English translation. For example, southern tour (*nansun*), Democracy Wall (*minzhu qiang*). The editors also provide a Chinese glossary at the end of the book that gives conventional English spelling, pinyin, Simplified Chinese characters (used in the PRC) and Complex Chinese characters (used in Taiwan) to minimise confusion.

Finally, as many chapters refer to different ancient Chinese dynasties, the appendix 'Chinese dynasties at a glance' is designed to help readers easily see the timeline of China's often complicated history.

Acknowledgements

Any edited volume incurs a series of debts, and this one is no exception. We would like to take this opportunity to thank all the contributors to this volume who wrote and revised their papers to a strict deadline. We are delighted that we were able to attract to this project such a stunning assembly of academic talent from across the world, bringing to our attention the latest research on media in China. We are especially pleased that the authors embraced the idea of expanding our understanding of media beyond traditional platforms and have analysed a range of subjects that would not normally be found in a volume of this kind.

We also wish to thank the members of the Editorial Board who read and commented on each chapter and provided extremely constructive feedback to the authors, often with a very quick turn-around: Jay Blumler, Anne-Marie Brady, Chin-Hwa Chang, Terry Flew, Thomas B. Gold, Zhenzhi Guo, Adrian Hadland, Dong Han, Ann Heylan, Iam-Chong Ip, Henning Klöter, Chin-Chuan Lee, Ralph Negrine, Kristie Thomas and John Tomlinson.

Finally, we acknowledge the continued assistance and encouragement of the editorial team at Routledge, especially Leanne Hinves who first approached us with the invitation to edit this volume, and Helena Hurd, the editorial assistant for Asian Studies who helped us find the book's magnificent cover photo. This is our third edited book with Routledge and we are always impressed by the enthusiasm, professionalism and, when required, the flexibility of colleagues there.

The editors dedicate this volume to all media workers and journalists who risk their lives across the world to bring us the news and tell the stories that otherwise would never be heard. Journalists are increasingly the targets of violence by states and non-state actors, and too many are being kidnapped, injured or even killed in the line of duty.

'Journalism is printing what someone else does not want printed: everything else is public relations' – George Orwell.

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