



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

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