Media and Cultural Transformation in China

HaiqingYu

jjj % Taylor & Francis Croup LONDON AND NEW YORK

Contents

Acknowledgements	1X X
Acknowledgements	Α
Introduction ;	1
Post-socialism in the post-New Era 4 Media conglomeration in the era of globalisation 7 From active audience to creative commons 9 Chapter outline and case studies 12 Chinese media and modernity	16
From dichotomies to interplay 16 From party politics to identity politics 22 Counter-narratives of modernity in China 31	
2 Media event: the new millennium celebration The making of a media event 37 The politics of counting down 41 Chinese millennialism in the making 45 Rejuvenation millennialism and Chinese post-socialism Conclusion 58	36 50
3 Media stories: the politics of AIDS and SARS The making of media stones 62 Talking 68 Linking 72 Clicking 74 Conclusion 79	61
4 News event: SARS reportage The making of a news event 83 The many faces of Chinese journalists 87	81

viii Contents

Investigative journalism revisited 94

	Double-time narration of SARS 98 Conclusion 103	
5	Media citizenship /	106
	Defining media citizenship 107 The paradoxes oj media citizenship 111 Conclusion 121	
6	Media campaigns: the war over Falun Gong	124
	The making oj a media campaign war 125 The representational politics of Falun Gong 133 From representational politics to body politics 137 Conclusion 165	
7	Media spectacles and cultural transformation From body politics to ethics 152 From minoritised community to mediation community 158 From millennialism to post-utopianism 162 Towards a post-political critique of Chinese media culture: in lieu of conclusion 148	150
	Appendix	169
	Glossary	171
	Notes	176
	Bibliography	187
	Index	213