



The Transformation of Political Communication in China: From Propaganda to Hegemony (Series on Contemporary China)

Xiaoling Zhang

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This book examines different dynamics such as marketisation, globalisation and new media technologies that have driven the transformation of China's media industry - one of the primary battlegrounds where ideological, social and economic struggles are fought - against the backdrop of the growing tensions between economic growth, globalisation, and political control in China.

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