



# New Media for a New China

*James F. Scotton, William A. Hachten*

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**New Media for a New China** James F. Scotton, William A. Hachten

*New Media for a New China* is a timely introduction to the current state of the mass media in China and its growing role in the 21st Century global communication system

- Brings together an international cast of scholars to analyse the diverse roles of China's media, covering all the major industries (advertising, newspapers, broadcasting, magazines, film, TV, PR)
- Considers the position of China's media in the middle of the country's tremendous social, economic and political changes
- Explores the concept of the 21st century as "China's Century" because of the nation's unprecedented growth

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