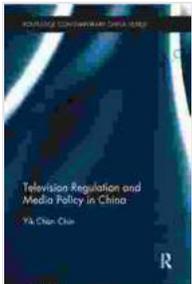


Unveiling China's Television Regulation and Media Policy: A Comprehensive Analysis



Television Regulation and Media Policy in China (Routledge Contemporary China Series Book 155)

by Francesco Belviso

★★★★☆ 4 out of 5

Language : English
File size : 6998 KB
Text-to-Speech : Enabled
Screen Reader : Supported
Enhanced typesetting : Enabled
Word Wise : Enabled
Print length : 274 pages



China's media landscape is a dynamic and ever-evolving sphere, shaped by a complex interplay of regulation and policy. "Television Regulation and Media Policy in China" (Routledge Contemporary China Series 155) offers a comprehensive exploration of this intricate media system, providing invaluable insights into its historical development, current state, and future prospects.

Historical Evolution of Media Regulation in China

China's television regulation has undergone significant transformations since the advent of television broadcasting in the 1950s. The early years were characterized by strict state control, with the government exercising a monopoly over all media outlets. The post-Mao era witnessed a gradual

loosening of regulations, allowing for the emergence of non-state-owned media outlets and increased commercialization.

In recent decades, the Chinese government has continued to maintain a firm grip on media regulation, emphasizing the importance of "socialist core values" in media content. This control is exercised through a range of measures, including licensing, censorship, and ownership restrictions.

Key Features of China's Media Policy

China's media policy is multifaceted and encompasses a wide range of issues, including:

- **Content control:** The government exercises strict control over media content, with a focus on promoting positive social values and suppressing dissent. This includes censorship of sensitive topics such as political dissent, social unrest, and ethnic conflicts.
- **Ownership and control:** The majority of media outlets in China are owned and controlled by the state or by entities with close ties to the government. This ensures that the government has a significant influence over the content and distribution of media products.
- **Market regulation:** The Chinese government also regulates the media market, including the licensing of media outlets, the distribution of advertising, and the pricing of media products. This regulation aims to ensure the Free Downloadly development of the media industry and to prevent the emergence of monopolies.
- **International cooperation:** China has engaged in international cooperation in the field of media, including the exchange of media personnel, the co-production of media content, and the promotion of its

own media products abroad. This cooperation has contributed to China's growing influence in the global media landscape.

The Impact of Globalization on China's Media

Globalization has had a profound impact on China's media landscape. The rise of the internet and satellite television has led to the proliferation of media content from around the world, challenging the government's traditional control over the flow of information.

The Chinese government has responded to these challenges by implementing a range of measures, including the "Great Firewall" of internet censorship and the promotion of Chinese media products abroad. However, the government's efforts to control the flow of information in a globalized world have also faced significant challenges.

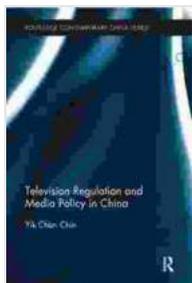
The Future of Media Regulation in China

The future of media regulation in China is uncertain. The Chinese government is likely to continue to maintain a firm grip on media regulation, but it is also facing increasing pressure to relax its controls in response to the growing demand for freedom of expression and the increasing influence of global media.

The outcome of this struggle will have a significant impact on the development of China's media landscape and on the role of media in Chinese society.

"Television Regulation and Media Policy in China" provides a comprehensive and insightful analysis of the complex and evolving media landscape in China. This book is an essential resource for students,

researchers, and anyone interested in understanding the role of media in contemporary Chinese society.



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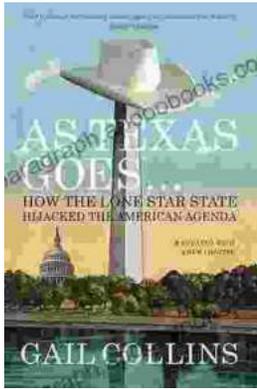
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