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**Book review: communication, public opinion, and globalization in urban China. Routledge studies in rhetoric and communication, 18 by Francis L.F. Lee, Chin-Chuan Lee, Mike Z. Yao, Tsan-Kuo Chang, Fen Jennifer Lin, and Chris Fei Shen. New York; London: Routledge, 2014. xvi, 199 pp. (figures, tables.) US\$125.00, cloth. ISBN 978-0-415-71320-7.**

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**COMMUNICATION, PUBLIC OPINION, AND GLOBALIZATION IN URBAN CHINA.** *Routledge Studies in Rhetoric and Communication, 18.* By Francis L.F. Lee, Chin-Chuan Lee, Mike Z. Yao, Tsan-Kuo Chang, Fen Jennifer Lin, and Chris Fei Shen. New York; London: Routledge, 2014. xvi, 199 pp. (Figures, tables.) US\$125.00, cloth. ISBN 978-0-415-71320-7.

Since the Mao era drew to a close, scholars have been interested in how Chinese citizens perceive the world around them. Despite gradual openings in the 1970s and 1980s, the average Chinese saw the world in a decidedly narrow way. In the last two decades, economic development and technological innovations have given more Chinese the opportunity to experience the world more broadly. Amidst globalization, how do urban Chinese perceive the world? Francis L.F. Lee and his coauthors tackle this very question. Well written, full of pithy and purposeful prose, their book provides a systematic analysis of urban Chinese views of globalization and the role of media in shaping them. They seek to fill a gap between the concept of “cosmopolitan communications” and its measure by disaggregating media into local, national and transnational parts. The authors argue that while all forms of media are important in understanding Chinese attitudes on globalization, domestic media has the strongest effect on citizens’ views, whereas foreign media reinforces preexisting worldviews.

In reaching these conclusions, the authors draw heavily upon a groundbreaking large-scale, comprehensive study of urban Chinese media consumers. Their survey instrument was distributed to four cities—Beijing, Shanghai, Chengdu and Xi’an—using a multistage probability sample, analyzed through multivariate regressions and descriptive statistics. The authors offer a well-reasoned case selection rationale and detailed explanation of survey distribution methods. This careful attention extends to their use of key concepts throughout the book; they define and operationalize “globalization,” a term often used but rarely defined in academia and popular media.

Before addressing Chinese views of globalization, the authors wisely establish the context within which Chinese experience the world. In chapter 2, survey data shows that most urban Chinese have limited personal interaction with the world around them (i.e., a small percentage traveled abroad, few reported having friends or relatives living abroad, most expressed little interest in the world), thus setting the stage for media to have a particularly strong effect on perceptions. Mindful that globalization can impact China through both structural and individual-level effects, the authors examine foreign media consumption in chapter 3. Their survey, conducted in 2006 and 2007, showed that Chinese people consume media primarily through television. Like many other behavioural patterns in China, foreign media consumption varied across regions: in political centres with tighter political control, like Beijing, foreign media exposure was low; in economically strong

cosmopolitan centres that can support local media, like Shanghai, foreign media consumption was also quite low.

The following chapters focus on the effect of this exposure. Chapter 4 explores the general relationship between media and nationalist sentiment, concluding that foreign media does not make people *more* nationalistic, but it shapes the *kind* of nationalism they display. Chapter 5 more narrowly focuses on Chinese attitudes towards the United States, which is often seen to best represent contemporary globalization. The authors point to a general ambivalence toward America: respondents viewed US political institutions positively, but its leaders more negatively. This ambivalence might be differently characterized as nuanced, one further revealed in chapters 6 and 7, in analyses of Chinese awareness and attitudes towards globalization. Survey respondents conceived of globalization more abstractly (which might not make them unique in the world); they thought of it as a very “global” phenomenon, but one that affected individuals differently based upon where they lived. The authors wisely differentiated respondents’ attitudes toward globalization’s effects on the country and the individual: the survey revealed the Chinese were less likely to see it as having a positive effect on them as individuals, rather than on the country as a whole. Analysis by age cohort, perhaps not surprisingly, revealed interesting variations: younger urban Chinese saw the positive effects more than older individuals, in large part because they were more likely to encounter outsiders through media or personal relations.

A major challenge inherent in media studies is how fast-changing technology can make findings seem quickly out of date, a problem compounded by the slow-moving book publishing process. The survey that forms the empirical core of this book was conducted before Chinese use of the Internet and microblogging tools like *weibo* exploded. While technological innovations may not fundamentally challenge the authors’ findings, the way in which these platforms increase accessibility to foreign media speaks to the need for follow-up studies. This is not to suggest that their analytical framework cannot withstand inquiry into new media. In fact, such study would be in line with the authors’ interest in the individual-level effects of globalization; there is nothing more individually experienced, it would seem, than microblogging.

Changes in technology aside, Lee and the other authors paint a finely detailed portrait of urban Chinese consumers of media. But while the book is quite consciously a study limited to consumption of media, readers might be left wanting to learn more about the production side, as well. Especially in recent years, with the growth of Internet use and China’s soft power push (a point the authors only allude to, 70), the country is as much a producer of media as a consumer of it. This book will whet the appetite of those searching for a better understanding of China as an active, rather than passive,

participant in this process of globalization. Attention to the microblogging phenomenon, too, would go far in understanding the production of media.

To their credit, the authors are well aware of the changes in the media landscape since the survey was conducted. As they suggest, this book—and the impressive survey upon which it is based—provides a baseline stay from which future studies might build upon. Scholars interested in how Chinese views of the world are changing, particularly amidst rapid shifts in technology and communication, will find this book of real benefit as they move forward in their research. This solid foundation of understanding might also allow others to place China into a more comparative context and generalize the findings beyond a single case study.

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**BEYOND TERRITORIAL DISPUTES IN THE SOUTH CHINA SEA: Legal Frameworks for the Joint Development of Hydrocarbon Resources.** *NUS Centre for International Law Series. Edited by Robert Beckman, Ian Townsend-Gault, Clive Schofield, Tara Davenport, Leonardo Bernard.* Cheltenham, UK; Northampton, MA: Edward Elgar; Singapore: NUS Centre for International Law, 2013. xx, 351 pp. (Figures.) US\$105.00, cloth. ISBN 978-1-78195-593-2.

The book, *Beyond Territorial Disputes in the South China Sea: Legal Frameworks for the Joint Development of Hydrocarbon Resources* (hereinafter “the book”), is an excellent work of collective wisdom on solving the disputes in the South China Sea region. Fourteen scholars contributed their intellectual analysis on the possible flashpoints in the East Asian region, and more importantly, they offered an extensive study on joint development, which is a feasible resolution to the disputes. The book mainly covers two aspects of joint development, i.e., a discussion of the legal contents of joint development and an introduction to certain precedents of joint development implemented in Northeast and Southeast Asia, basically around co-operation regarding hydrocarbon resources.

Furthermore, in the book’s final chapter, the editors establish a formula or procedure for constructing a joint development mechanism and for offering a flow of thinking in case the relevant agreement is concluded. These include: 1. Clarifying claims in accordance with the United Nations Convention on the Law of the Sea (UNCLOS) (this is necessary if the claimants want to understand what the legal basis is for each other’s claim); 2. Identifying areas for joint development; 3. Increasing knowledge of features in the Spratly Islands, especially the interpretation of an “island” under Article 121(3); 4. Increasing knowledge of nature and of the location