

'Alongside China's recent efforts to become a more influential player in the global arena, this collection serves as an enlightening and thoughtful study on why and how China's media go global. This book will be a resourceful tool for readers to better understand the complexity of the interplay of China's media and politics/ideology and its unique media system and practice.' – Junhao Hong, State University of New York at Buffalo

'This collection of articles on Chinese media in the global context will be invaluable to anyone researching or teaching about contemporary China, international communication, and international relations more generally. The editors have gathered a wide range of material from leading experts that is both empirically rich and intellectually stimulating.' – Colin Sparks, Hong Kong Baptist University

'I am thrilled to witness that three leading scholars from India, China and Britain joined hands in accomplishing this ground-breaking volume.' – Li Xiguang, Director of UNESCO Global Chair of Media Literacy, Information and Intercultural Dialogue, Tsinghua University

As part of China's 'going out' strategy, China is using its media to promote its views and vision to the wider world and to counter negative images in the US-dominated international media. *China's Media Go Global*, the first edited collection on this subject, evaluates how the unprecedented expansion of Chinese media and communications is changing the global media landscape and the role of China within it.

Each chapter examines a different dimension of Chinese media's globalization, from newspapers, radio, film and television, to social media and journalism cultures and practices. Topics include the rise of Chinese news networks, *China Daily* as an instrument of China's public diplomacy and the discussion around the growth of China's state media in Africa. Other chapters discuss entertainment television, financial media and the advertising market in China.

Together, this collection of essays offers a comprehensive evaluation of complex debates concerning the impact of China on the international media landscape, and makes a distinctive addition to Chinese media studies, as well as to broader global media discourses. Beyond its primary readership among academics and students, *China's Media Go Global* is aimed at the growing constituency of general readers for whom the role of the media in globalization is of wider interest.

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