



CHINA'S DIGITAL PRESENCE IN THE ASIA-PACIFIC

Culture, Technology and Platforms

Michael Keane, Haiqing Yu
Elaine Jing Zhao, Susan Leong



China's Digital Presence in the Asia-Pacific

Culture, Technology and Platforms

By Michael Keane, Haiqing Yu, Elaine J. Zhao and Susan Leong

Pub Date: 15 December 2020

Binding: Hardback

Price: £80.00 / \$125.00

ISBN: 9781785276224

Extent: 210 pages

Size: 153 x 229 mm /

6 x 9 inches

Series: Anthem Series on Digital China

BISAC CATEGORY: SOCIAL SCIENCE / Popular Culture

SOCIAL SCIENCE / Media Studies, SOCIAL SCIENCE /
Technology Studies

BISAC CODE: SOC022000

BIC CODE: GTC

RIGHTS

Exclusive: WORLD

“A book length study of China’s internet+ and its increasing influence through cultural and media content on social media apps in the Asia-Pacific region. The authors’ thorough understanding of the digital development in China and their empirically rich, conceptually solid study on China’s influence in the world make the book a most thought-provoking and rewarding read.” – Dr Xiaoling Zhang, Chair Professor in Creative Industry, School of International Communications, University of Nottingham Ningbo China

This book examines China’s digital economy and its presence in the Asia-Pacific region. Drawing on the political economy of the media, industry analysis, platform studies and cultural policy studies, the book shows that China’s commercial digital platforms are increasingly recognized outside China and can disseminate Chinese culture more effectively than government-supported media.

Contents

List of Tables; List of Abbreviations; Acknowledgements; Introduction: A Giant Awakening?; PART 1 China’s ‘+’ Long Game; 1. Culture +; 2. Industry +; 3. Internet +; 4. Platform +; PART 2 The Asia-Pacific as a Chinese Cultural Landing Pad; 5. Assessing the Evidence; 6. East Asia: Hong Kong and Taiwan; 7. South East Asia: Singapore and Malaysia; 8. Oceania: Australia and New Zealand; 9. From Cultural Presence to Innovative Nation; Appendix: Survey Conducted from August to December 2019; Notes; Index.

About the Authors

Michael Keane is Professor of Chinese Media, School of Media, Creative Arts and Social Inquiry, Curtin University, Australia.

Haiqing Yu is Associate Professor and Vice-Chancellor’s Principal Research Fellow, School of Media and Communication, RMIT University Australia.

Elaine Jing Zhao is Senior Lecturer, School of the Arts and Media, University of New South Wales, Australia.

Susan Leong is Senior Lecturer, Digital Media and Communication, School of Arts and Social Sciences, Monash University Malaysia.

Ordering in North America, Latin America and Caribbean

Ingram Publishers Services (US)
1 Ingram Blvd. Mail stop
#512 Laverne, TN 37086, United States
Tel: +1 866 400 5351
ips@ingramcontent.com

Ordering in the UK/Rest of the World

Ingram Publishers Services (UK)
1 Deltic Avenue, Rooksley
Milton Keynes, MK13 8LD
United Kingdom
Tel: +44 (0) 1752 202300 | Fax: 01752 202330
IPSUK.Orders@ingramcontent.com

Ordering in Australia

NewSouth Books
C/O Alliance Distribution Services (ADS)
9 Pioneer Avenue
Tuggerah 2259 NSW, Australia
Tel: +61 (02) 4390 1300 | Fax: +1800-66-44-77
adscs@alliancedist.com.au