



Chinese Television and Soft Power Communication in Australia

By Mei Li

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A systemic test of the success of China's soft power message projection

'China's fast-paced economy is reshaping the international landscape with new trade and investment infrastructure. Chinese international TV must reassure the world about China's rapid rise. Mei Li's detailed study on Chinese international TV's framing of BRI and its reception by Australian audiences is essential and edifying reading for China Watchers.' —Naren Chitty, Foundation Chair in International Communication, Inaugural Director, Soft Power Analysis & Resource Centre, Faculty of Arts, Macquarie University, Australia

'At a time when China's soft power is growing – and we are encouraged to suspect its “sharp power” – Mei Li provides a timely and important account of how China's international broadcasting connects with its global ambitions. Australians in particular should study Li's fascinating analysis to decide whether to welcome or remain suspicious of China's soft power drive in their country.' —Gary Rawnsley, Dean, Faculty of Humanities and Social Sciences, and Professor of Public Diplomacy, University of Nottingham Ningbo China

'Chinese Television and Soft Power Communication in Australia' provides a systemic test of how successful/unsuccessful China's soft power message projection is in terms of congruence between projected and received frames in Australia.

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About the Author

Mei Li holds a PhD in international communication from Macquarie University, Australia. A professional who has worked in the media industry in China, her research interests include international media and communication in the context of international relations, China's soft power and public diplomacy especially in Australia and countries of the Indian Ocean littoral, and journalistic professionalism in the cross-cultural context. Her research has been published in reputed international journals and presented in high-level international conferences.

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