



CHINA'S DIGITAL PRESENCE IN THE ASIA-PACIFIC

Culture, Technology and Platforms

Michael Keane, Haiqing Yu
Elaine Jing Zhao, Susan Leong



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

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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.

Readership

The book will be extremely relevant in the broad areas of media and communication studies, cultural studies and contemporary China studies, both as a textbook and secondary reading. It will also be of great interest to persons working in media industries, policy studies and international relations.

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About the Author(s) / Editor(s)

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.

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