Anthony Fung

GLOBAL CAPITAL, LOCAL CULTURE

Transnational Media Corporations in China



PETER LANG
New York • Washington, D.C./Baltimore • Bern
Frankfurt am Main • Berlin • Brussels • Vienna • Oxford

Contents

Figures, Tables, and Charts	ix
Preface	
From China Phobia to China Mania	xi
Acknowledgments	xvii
Chapter One. Piracy, Market, and Politics	
The Politics of Piracy	
From Obscurity to Clarity	
Piracy and International Politics	
The Active Global Capital	
Piracy and Structure of Political Economy	
To Locate the "Book Blue"	
The Da Vinci Code	
Surviving with Controls	
Arrangement of the Book	13
Chapter Two. From Globalization to Glocalization	19
A Political Economy Approach	19
Aims of This Book: Global Capital's Rendezvous with China	22
Popular Culture and State-Market Relationship	24
State and Global: Enemies or Partners?	29
The Wolf Is Going Out?	32
Cycles of Globalization and Glocalization	34
A Methodological Note	36
Chapter Three. Globalizing China: The Case of Transnational Mu	ısic
Records	
Globalizing from the Tangible to the Intangible	
The Closure for Western Perversion	
Reform without the Global	49
The Big Five in China	
Big Five Partnering the Local	
The Legacy of Government Control	
The Strategies Revised	
Localization of Global Music Records and the Consequences	
Conclusion: An Incomplete Project of Globalization	

Chapter Four. WTO, Politics of Control, and Collaboration	65
Media Policy toward Commercialization	66
Toward a Symbiotic Collaboration	68
Forms of Collaborations	69
The Politics of Access	72
The Case of Warner Bros. Pictures	73
The Omnipotent State-Global Complex	75
Swinging Policy for Global Cinemas	77
A Brave New World	
Conclusion: from Resistance to Collaboration	79
Chapter Five. A Tale of Two Localizing Global Capitals: MTV and	
Channel V	
The Political Factor of China Entry	
Music Television: Channel V and MTV	
Politics of Cultural Localization	91
Hip-Hopping China	96
Music Award: Juxtaposing the National with the Global	98
Channel V: De-Westernizing Global Culture	98
MTV: Hybridizing the West and China	100
Inseparability between Economics and Politics	102
Music Channels as Benchmark	103
The Hope for Generation Z	104
Conclusion: Model for Chinese MTV	107
Chapter Six. Global Media Partnerships	113
The Internationalizing Sky	114
The Global Chinese Alliance: Phoenix TV	121
Order of the Phoenix	125
CCTV versus Phoenix	128
Phoenix Weekly: The Exceptional News Media in China	131
Sun TV: The Border-Crossing Model	
CETV: Entertainment With(out) Boundaries	
Tom Group and the Great Firewall of China	
Yahoo and Google: The Virtual Chinese Police?	
Conclusion: Are They Really Variants?	

Contents vii

Chapter Seven. Active Nation, Active Audience	157
Rising Youth: From Contributing Society to Self-Contributing	157
State, Ambivalence, and Youth Potentials	160
The Borrowed Western Modernity	162
The Birth of Pop Citizenship	166
Commercialization of Chinese Media	167
Conclusion: Free Audience But Uncritical	170
Chapter Eight. Toward a (National) Global Culture	177
Any Chinese National Strategies?	178
Global Players' Contribution	181
China Eyeing the Global Market	183
Complexity and Competition: The Regional Media Race	184
Media Conglomeration and Emerging Chinese Media Empires	187
Global Media and National Cultural Policy	192
National Culture, Identities, and Cultural Policy in China	194
Epilogue: From National Culture to Neonationalism	
Index	205