



# Contemporary Chinese Print Media: Cultivating Middle Class Taste (Media, Culture and Social Change in Asia Series)

*Zheng Yi*

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**Contemporary Chinese Print Media: Cultivating Middle Class Taste (Media, Culture and Social Change in Asia Series) Zheng Yi**

This book examines the transformations in form, genre, and content of contemporary Chinese print media. It describes and analyses the role of post-reform social stratification in the media, focusing particularly on how the changing practices and institutions of the industry correspond to and accelerate the emergence of a relatively affluent urban leisure-reading market. It argues that this reinvention of Chinese print media vis-à-vis the creation of a post-socialist taste (class) culture is an essential part of the cultural and affective transformations in contemporary Chinese society, and demonstrates how the reinvention of such taste culture effectively creates, through new kinds of reading materials and carefully demarcated target audiences, a middle-class civility that serves as the locus of the new niche media market.

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