



The Globalization of Chinese Propaganda: International Power and Domestic Political Cohesion (Asia Today)

Kingsley Edney

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As China becomes more deeply engaged with the outside world its propaganda authorities confront a dilemma: how can they maintain domestic ideological cohesion in the face of an influx of foreign information and ideas while also convincing skeptical international audiences that China's rise is a good news story? This book examines the Chinese propaganda system in the era of globalization, exploring connections between the Chinese Communist Party's desire for domestic political control and its vision for the development of China's international power. Investigating areas such as Chinese attitudes to soft power, the recent international expansion of the Chinese media, and the authorities' reaction to public opinion crises at home and abroad, Edney shows that in order to understand Chinese attempts to influence international views it is necessary to examine the power of propaganda in China's domestic political system.

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