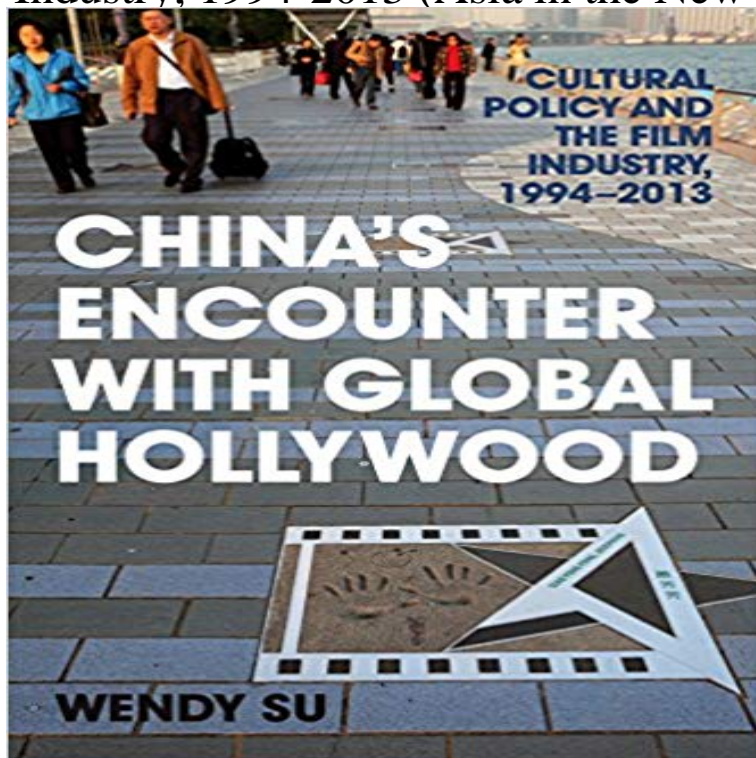


## Chinas Encounter with Global Hollywood: Cultural Policy and the Film Industry, 1994-2013 (Asia in the New Millennium)



In recent years, the film industry in the Peoples Republic of China has found itself among the top three most prolific in the world. When the Chinese government introduced a new revenue-sharing system in 1994, the nations total movie output skyrocketed with gross box-office receipts totaling billions of yuan. This newfound success, however, has been built on an alternately competitive and collaborative relationship between the ascendant global power of China and the popular culture juggernaut of America. In *Chinas Encounter with Global Hollywood*, Wendy Su examines the intertwining relationships among the Chinese state, global Hollywood, and the Chinese film industry while analyzing the causes and consequences of the rapid growth of the nations domestic film production. She demonstrates how the Chinese state has consolidated power by negotiating foreign interest in the lucrative Chinese market while advancing its cultural industries. Su also reveals how mainland Chinese and Hong Kong filmmakers have navigated the often-incompatible requirements of marketization and state censorship. This timely analysis demonstrates how China has cannily used global capital to modernize its own film industry and now stands poised to step clear of Hollywoods shadow. The countrys debates -- on- and offscreen -- over cultural change, market-based economic reforms, and artistic freedom illuminate Chinas ongoing efforts to build a modern national identity.

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