



## Analysis of the classic case of the world's leading media-k(Chinese Edition)

By GAO ZHEN QIANG ZHU

paperback. Book Condition: New. Ship out in 2 business day, And Fast shipping, Free Tracking number will be provided after the shipment. Pub Date :2003-01-01 Publisher: China International Radio Press Information title: the classic case of the world's leading media profiling List Price: 25.00 yuan: high Zhenqiang Press: China International Radio Press Publication Date: 2003-1-1 ISBN : 9787507822298 words: Page: Revision: Binding: Folio: product identification: Editor's a long time. China's media sector more emphasis on the direction of public opinion and of the press advocacy functions of the media. to the neglect of its market functions and industry functions. In fact. the media industry is a huge industry. As an industry. it is natural to have the law and the rules of the industrial development. which is our previous research is not enough. Press circles spread the word no school news. If we are limited by a variety of restrictions and constraints. this statement may be justified. When we look beyond. farther. we found that media research start-ups is actually a deep knowledge of the media. Advanced theory. there is no state-of-the-art practice. After joining the WTO. China's media industry is facing unprecedented challenges. both practical and theoretical leap all need development....



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