

# **Global Media Journal**

**(XIII)**



2013

2012

**CNN**

CNN

IT

2013 13  
2013 03

[ ]

[ ]

[ ]

—

— CNN

## CONTENTS

### EDITOR

#### GLOBAL COMMUNICATION RESEARCH

1. Consolidation in the Name of Regulation: The Pakistan Electronic Media Regulatory Authority (PEMRA) and the Concentration of Media Ownership in Pakistan

(Azmat Rasul & Stephen D. McDowell, ZOU Sheng trans.)

2. Paying for News?: The changing face of journalism in the world's largest democracy

(Daya Thussu, WANG Yao trans.)

#### JOURNALISM AND COMMUNICATION RESEARCH

3. Dialectics of the Sensationalism: Interpret the Discourse Strategy of the American Journalism from the Progressive Era

(SHI Hai Quan)

4. Echoing the value orientation of the urban middle class: Analyzing the phenomenon of *A Bite of China*'s popularity from the perspective of cultural studies

(FAN Song Nan)

#### GLOBAL MEDIA FORUM

5. Between the Value and Neutrality: The Way to Make Choice in Investigative Journalism

(HU Yi Nan)

6. From a Grassroots Website to International Media: ANTI-CNN's Yesterday, Today and Tomorrow

(RAO Jin)

**Consolidation in the Name of Regulation:  
The Pakistan Electronic Media Regulatory Authority  
(PEMRA) and the Concentration of Media Ownership in  
Pakistan**

[ ]

[ ]





2011 4 4

Jabbar, 2011

Firdous Awan

Cheema, 2011 21

Naseer, 2010

Cheema, 2011

Aufderheide, 2007; Jensen, 1998

McChesney,

2008

2002

2002

Joseph, 2009; Ludes, 2008

2002

Chalaby, 2005;

McChesney, 2008; Napoli, 2003

2002

74

122

2002 3 1

PEMRA, 2012

PEMRA, 2012, p.

1

Rasul, 2004

Croteau & Hoynes, 2006; Doyle, 2002; Iyer, 1999; Kemal, 2002; Klaehn, 2010;  
McChesney, 2004, 2008; Mosco, 2009; Napoli, 2011

Naseer, 2010

2004

2008

2008, 2009

Mosco, 2008

McChesney, 2008, p. 491

Mosco, 2009

Kunczik, 1997;  
McChesney, 2008; Mosco, 2008, 2009; Wasko, 1994

Mosco, 2009

Rasul & Proffitt, 2011

2005 14

Old , 2006, pp. 3, 19; Thussu,

2007

Doyle, 2002

Mosco, 2009, p. 158

Lewis, 2010; Napoli, 2003, 2011

2000

Mosco,

2009

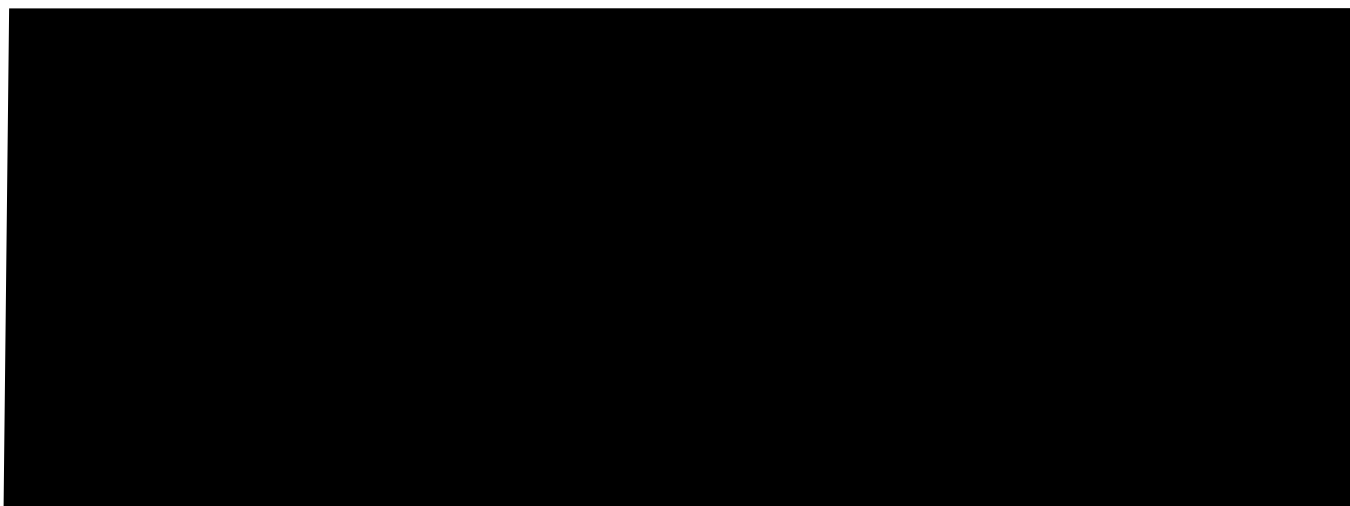
1999

2003

2004

Croteau & Hoynes, 2006

Mosco, 2009



Bagdikian, 2004; Chomsky, 1989; Doyle, 2002; Hesmondhalgh, 2007; McChesney, 1999, 2008;  
Mosco, 2009; Rasul & Proffitt, 2011; Wasko, 2004

Kumar, 1995; Kumar & Thomas, 2006; Rantanen, 2007; Thussu, 1999

Ali & Gunaratne, 2000; Gunaratne, 1999

Napoli, 2003

Werbach, 1997

Khan, 2008; Owen, 1978; Zeitlin, 1999

Rasul & McDowell, 2011

Ali &

Gunaratne, 2000; Javed, 2002 1997

20 90

1998

Castells, 2004

Napoli, 2003

1992

Andersen, 1992, p. 387

2003

2002

Doyle,

2002

PEMRA, 2012

2002

1940

1947

*Jang*

Husband,

1995, p. 27

Sabir, 2009

20

2002 8 14

Geo TV

Rasul,

2004

Jabbar, 2003; McChesney, 2008

2004

Geo 5

2009 2010

12% 300.8

26%, *Jang The News*  
34% 64% Gallup, 2010  
2007  
2010  
**Waqt**  
Waqt 90 Sabir, 2009 Majid  
Nizami  
Rasul, 2004 Baker 2007  
McChesney, 2008  
Waqt  
Waqt 1942  
*Nawaiwaqt*  
Khan, 2008  
2009  
2008  
2009 2010 11%  
14% 3% Gallup, 2010  
Waqt

Waqt



Hijazi, 1996

Sabir, 2009

90

Bhatti, 2010 2002

Javed Jabbar

2002

2009 2010

21%

10%

1%

Naseer, 2010

FM 89

Jabbar, 2003

Doyle, 2002

Jabbar, 1999; Naseer, 2010

Hamid Mir GEO

Javed Chauhdry

Talat Hussein

Salman

Ghani Waqt

Shahid Masood

Methu, 2012

Mir, 2001

2007

2008

Behuria, 2009

Kumar & Thomas, 2006

Naseer, 2010

2008

Rasul & McDowell, 2011

Ahmed and Stephan 2008

Bernstein, 1955; Kemal, 2002; LeDuc, 1988; McChesney, 2008; Napoli, 2003; Olson, 1982;  
Robinson & Crenshaw, 2002; Stigler, 1971

Laffont & Tirole, 1993

Waqt

2002

Dar,

2008; Husband, 2005; Jabbar, 2003; Sabir, 2009

Doyle, 2002

2004

Doyle, 2002; McChesney,

2008; Mosco, 2008, 2009



## **Works Cited:**

- Ahmed, Z. S., & Stephan, M. J. (2010). Fighting for the rule of law: Civil resistance and the lawyers' movement in Pakistan. *Democratization*, 17(3), 492-513.
- Ali, O. A., & Gunaratne, S. A. (2000). Pakistan. In S. A. Gunaratne (Ed.), *Handbook of the media in South Asia* (pp. 155-181). New Delhi: Sage.
- Anderson, C. W. (1992). The place of principles in policy analysis. In J. M. Gillroy & M. Wade (Eds.), *The moral dimension of public policy choice: Beyond the market paradigm* (pp. S387-409). Pittsburgh: University of Pittsburgh Press.
- Aufderheide, P. (2007). Communication policy and the public interest. In D. Graber (Ed.), *Media power in politics* (pp. 364-375). Washington D.C: CQ Press.
- Bagdikian, B. (2004). *The new media monopoly*. Boston: Beacon Press.
- Baker, C. E. (2007). *Media concentration and democracy: Why ownership matters*. Cambridge: Cambridge University Press.
- Behuria, A. K. (2009). How military dominates the political space in Pakistan: A study of Musharraf's rule (1999-2008). *Journal of Peace Studies*, 16(1-2), 76-102.
- Bernstein, M. (1955). *Regulatory business by independent commissions*. Princeton: Princeton University Press.
- Bhatti, A. A. (2010, December, 29). PEMRA and electronic media reforms in Pakistan. *The News International*. p. 3.
- Castells, M. (2004). *The information age: economy, society, and culture*. New Jersey: Wiley-Blackwell.

Chalaby, J. (2005). From internationalization to transnationalization. *Global Media and Communication*, 1(1), 28-32.

Cheema, U. (2011). *Challenges to the freedom of press in Pakistan*. Lahore: Punjab University Press.

- Husband, C. (2005). Minority ethnic media as communities of practice: Professionalism and identity politics in interaction. *Journal of Ethnic and Migration Studies*, 31(3), 461-479.
- Iyer, V. (Ed.) (1999). *Media regulation for the new times*. Singapore: Asian Media Information and Communication Centre (AMIC).
- Jabbar, J. (1999). Regulation of the new media: The Pakistani experience. In V. Iyer (Ed.), *Media regulation for the new times*, 140-147. Singapore: Asian Media Information and Communication Centre (AMIC).
- Jabbar, J. (2003, September 19). Community-based radio and TV. *Dawn*, 5.
- Jabbar, J. (2011, July 25). New face of electronic media. *Pakistan Today*, 12.
- Javed, M. M. (2002). Regulation, competition, and information. *The Pakistan Development Review*, 41(4), 911-913.
- Jensen, R. (1998). First amendment potluck. *Communication Law and Policy*, 4(3), 563-588.
- Joseph, A. (2009, June 20). Broadcast regulation in the public interest: A backgrounder [Online]. Info change India. Retrieved from <http://infochangeindia.org/Media/Broadcast-Laws-and-Regulations/Broadcast-regulation-in-the-public-interest-A-backgrounder.html>.
- Kemal, A. R. (2002). Regulatory framework in Pakistan. *The Pakistan Development Review*, 41(4), 319-332.
- Khan, R. Q. (2008, June 30). Development of electronic media in Pakistan. *The Post*, A6.
- Klaehn, J. (Ed.) (2010). *The political economy of media and power*. New York: Peter Lang Publishing.





- Mc Dowell, S. D. (1997). Globalization and policy choice: Television and audiovisual services policies in India. *Media Culture & Society*, 19(2), 151-172.
- McDowell, S. (2001). The unsovereign century: Canada's media industries and cultural policies. In N. Morris & S. Waisbord (Eds.), *Media and globalization: Why the state matters*, 117-132. New York: Rowman & Littlefield.
- Methu, Z. A. (2012). Growth of English language media in Pakistan. *Journal of South Asian Studies*, 22(1), 36-55.
- Mir, H. (2001, November 10). Osama claims he has nukes: If US uses N-arms it will get same response. *Dawn*. Retrieved from <http://archives.dawn.com/2001/11/10/top1.htm>.
- Morley, D. (2000). *Home territories: Media, mobility and identity*. London: Sage.
- Mosco, V. (2008). Current trends in the political economy of communication. *Global Media Journal -- Canadian Edition*, 1(1), 45-63.
- Mosco, V. (2009). *The political economy of communication*. London: Sage.
- Napoli, P. M. (1997). A principal-agent approach to the study of media organizations: Toward a theory of the media firm. *Political Communication*, 14(2), 207-219.
- Napoli, P. M. (2003). *Foundations of communication policy: principles and processes in regulation of electronic media*. Cresskill, NJ: Hampton Press.
- Napoli, P. M. (2011). *Audience evolution: New technologies and the transformation of media audiences*. New York: Columbia University Press.
- Naseer, S. (2010). Regulation of electronic media and democracy in Pakistan. *Journal of Political Studies*, 17(2), 27-45.

- Old mogul, new media. (2006, January 19). *The Economist*. Retrieved from <http://www.economist.com>.
- Olson, M. (1982). *The rise and decline of nations: Economic growth, stagflation and social rigidities*. New Haven: Yale University Press.
- Owen, B. M. (1978). The economic view of programming. *Journal of Communication*, 28(2), 43-50.
- Oxley, M. G. (1993). The cable-telco cross-ownership prohibition: First amendment infringement through obsolescence. *Federal Communication Law Journal*, 46, 7-37.
- PEMRA. (2012). Functions. Pakistan Electronic Media Regulatory Authority (PEMRA). Retrieved from [http://www.pemra.gov.pk/pemra/index.php?option=com\\_content&view=article&id=2&Itemid=4](http://www.pemra.gov.pk/pemra/index.php?option=com_content&view=article&id=2&Itemid=4).
- PEMRA. (2012). Government of Pakistan. Ministry of Information and Broadcasting Notification. Pakistan Electronic Media Regulatory Authority (PEMRA). Retrieved from [http://www.pemra.gov.pk/pemra/images/docs/legislation/PEMRA\\_Rules\\_2009.pdf](http://www.pemra.gov.pk/pemra/images/docs/legislation/PEMRA_Rules_2009.pdf).
- Rantanen, T. (2007). Flows and contra-

perspectives. Paper presented at the International Telecommunication Society Asia-Pacific Regional Conference, Taipei, Taiwan.

Robison, K. K., & Crenshaw, E. M. (2002). Post-industrial transformations and cyber-space: A cross-national analysis of internet development. *Social Science Research*, 31, 334-363.

Sabir, M. (2009). *Development of media organizations and social change in Pakistan*. Lahore: Punjab University Press.

Smythe, D. (1978). Rejoinder to Graham Murdock. *Canadian Journal of Political and Social Theory*, 2(2), 120-127.

Stigler, G. (1971). The theory of economic regulation. *Bell Journal of Economics*, 2, 3-21.

Tahir, S. N. (1996). Television in Pakistan: An overview. In D. French and M. Richards (Eds.), *Contemporary television: Eastern perspectives*, 113-131. New Delhi: Sage.

Thussu, D. K. (1999). Privatizing the airwaves: The impact of globalization on broadcasting in India. *Media, Culture & Society*, 21(1), 125-131.

Thussu, D. K. (2007). The 'Murdochization' of news? The case of Star TV in India. *Media, Culture & Society*, 29(4), 593-611.

Wasko, J. (1994). *Hollywood in the information age: Beyond the silver screen*. London: Polity Press.

Wasko, J. (2004). Show me the money: Challenging Hollywood economics. In A. Calabrese & C. Sparks (Eds.), *Towards a political economy of culture: Capitalism and communication in the twenty-first century*, 131-151. Boulder, CO: Rowman & Littlefield.

Werbach, K. (1997). *The digital tornado: The Internet and telecommunications policy*. Federal Communication Commission, Office of Plans and Policy Working Paper # 29. Washington, D.C: Federal Communication Commission.

Zeitlin, A. (1999, February 23). Movement afoot to ease government control of broadcast media in Pakistan [Online]. The Freedom Forum. Retrieved from <http://www.freedomforum.org/international/1999/2/23pakistan.asp>.

Zoonen, V. L. (2005). *Entertaining the citizen*. Oxford: Rowman & Littlefield Publishers.

?

## Paying for News? The changing face of journalism in the

[ ]

20 52% 74% 3

20 ( 1991 ) 800

1.1

**Abstract** In sharp contrast to the Western world, journalism as a business is thriving in India, not least as a result of rising literacy (in the past two decades, it has grown from 52 to 74 per cent of India's population) and the purchasing power of the 300-million strong middle class, major beneficiaries of enthusiastic embrace of new-liberalism. In the world's largest democracy, broadcasting has been transformed, from a highly-regulated state broadcasting monopoly (until 1991) to nearly 800 TV channels within the short period of 20 years. In parallel, a massive

---

Routledge 2009

Sage  
Sage 2012  
Sage 2007

expansion in newspaper circulation has taken place, making India the world's largest newspaper market, with 110 million copies sold every day. Drawing on latest government and industry data, and contextualizing this with in-depth interviews with leading Indian journalists and media commentators, this article suggests that although journalism as an industry is growing, its professional and ethical standards have been eroded, as market forces dictate editorial priorities, witnessed most starkly in the phenomenon of 'paid news'.

**Key words** India, market-driven journalism, paid news, vernacular media, infotainment, public sphere

Esser Hanitzsch  
2012: 5 Esser & Hanitzsch,

Hallin Mancini

Livingstone, 2012

2004) (Hallin & Mancini,  
Weaver, 2008) (Weaver, 1998; Weaver and Willnat, 2012) (Löffelholz and

Hallin Mancini 2011

2009; Wang, 2011 Curran & Park, 2000; Thussu,

Downie & Schudson, 2009; Fenton, 2009; Levy & Nielsen, 2010; McChesney & Pickards, 2011, among others

2011 110,000,000  
Doordarshan 122  
2012 800  
300 1992  
10% 2012 150,000,000  
2500 5  
Kohli-Khandekar, 2010; FICCI-KPMG, 2011; Athique, 2012 Mehta, 2008;

, 2010 132 , 2015

, 250 FICCI/KPMG, 2011

GDP 7%

FICCI-KPMG, 2011

2012 82 237 2010

2011 4 853

, 2011 3.48 , Hindi

53% 53%

*Dainik Jagran* 50

Sen, 2005; Kohli, 2012

18 400

90

2012 5

Shravan Garg

10 20

Garg

Garg, 2011

1

20 2011

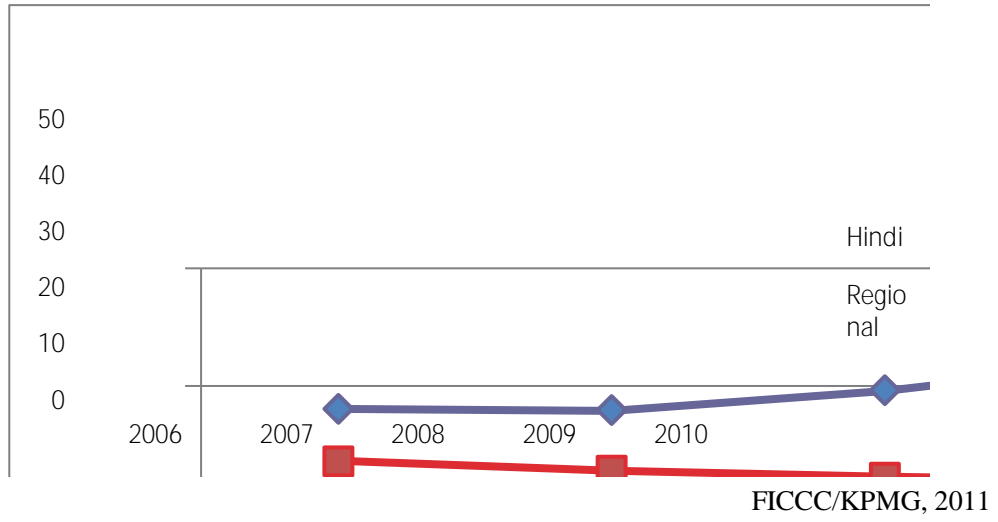
52% 74% 84% 65%

---



Gupta, 2011

1



Zee TV  
24

infotainment

Zee News

Aaj Tak

Zee News

2000

Barun Das

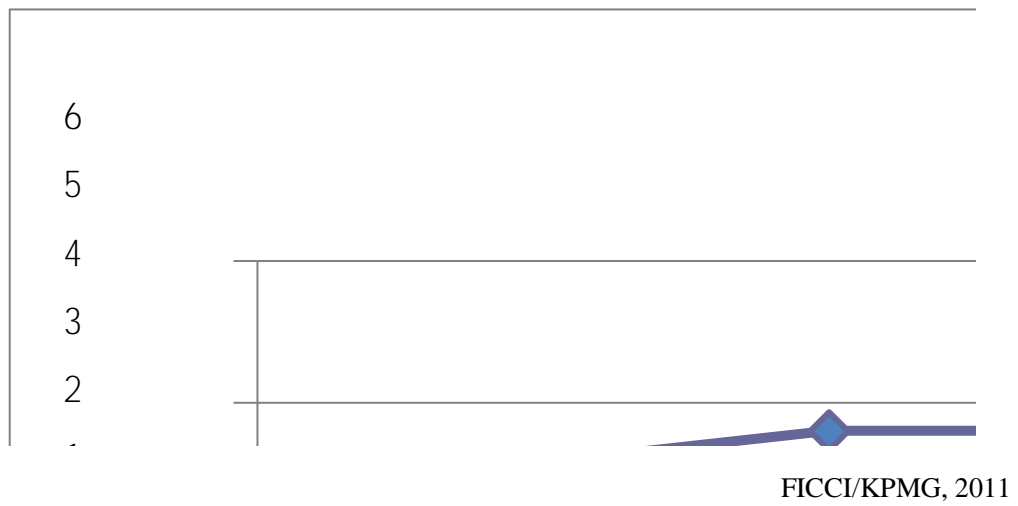
70%

30%

Das, 2011

2

2



64 , Gupta, 2011  
Grag

Hallin & Mancini, 2004: 251  
Hallin &  
Mancini, 2004: 305 24  
1998  
Anand Bazaar Patrika  
2012 6 ABP News Thussu, 2007; Batabyal, 2012

(Gitlin, 2002; Hamilton, 2003, Thussu, 2007; Delli Carpini and Williams,  
2011)

Tata Adlabs Bharti  
18 CNN-IBN 2012 1  
Eenadu

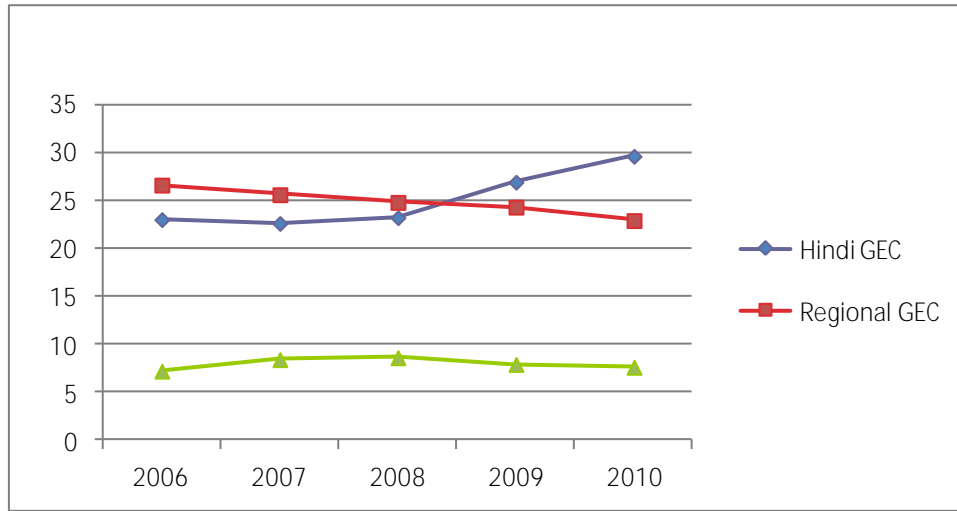
28% Guha-Thakurta and Chaturvedi, 2012 2012 5  
Kumaramangalam Birla Kumaramangalam Birla Idea  
20

24 Thussu, 2007  
3

TRPs  
Zee News Das

Das, 2011)

3



GEC

FICCI/KPMG, 2011

Thussu, 2007  
Zee News NDTV  
Nightout  
Zee Samay Zing  
Filmy Zee News  
TV18  
18  
2011 326.4 2012 9

2009

1978

Press Council, 2010: 4

ibid

2003

Medianet  
advertorials  
Arindam Sengupta  
Sengupta  
Sengupta, 2011  
Mrinal Pande  
1980  
(Thomas, 2010)  
)  
, 1975  
3  
Pande  
,  
50 50 6  
Pande, 2011)  
Paranjay  
Guha-Thakurta

(Guha-Thakurta, 2011)

CNN/IBN NDTV 24x7

Aaj Tak

Das

100 Das, 2011

Narasimha Ram

Ram, 2012: 241-242

/

Harijan

Young India

Muhlmann, 2008 [2004]

## References:

- Athique, Adrian (2012). *Indian Media - Global Approaches*. Cambridge: Polity.
- Batabyal, Somnath (2012). *Making News in India: Star News and Star Ananda*. New Delhi: Routledge.
- Curran, James and Park, Myung-Jin (eds.)(2000). *De-Westernizing Media Studies*. London: Routledge.
- Das, Barun(2011). Personal interview with the author, New Delhi, 20 September.
- Delli Carpini, Michael and Williams, Bruce (2011). *After Broadcast News: Media Regimes, Democracy, and the New Information Environment*. Cambridge: Cambridge University Press.
- Downie, Leonard and Schudson, Michael (2009). The Reconstruction of American Journalism, *Columbia Journalism Review*. <http://www.cjr.org/reconstruction>.
- Esser, Frank and Hanitzsch, Thomas (2012). On the Why and How of Comparative Inquiry in Communication Studies, pp. 3-22, in *The Handbook of Comparative Communication Research*, edited by Frank Esser and Thomas Hanitzsch, London: Routledge.
- FICCI/KPMG Report (2011). *Hitting the High Notes FICCI/KPMG Indian Media and Entertainment Industry Report 2011*. Mumbai: Federation of Indian Chambers of Commerce and Industry.
- Garg, Shravan (2011). Personal interview with the author, New Delhi, 18 September.
- Gitlin, Tod (2002). *Media Unlimited: How the Torrents of Images and Sounds Overwhelms Our Lives*. New York: Metropolitan Books.
- Guha-Thakurta, Paranjoy and Chaturvedi, Subi (2012). Corporatisation of the Media Implications of the RIL-Network18-Eenadu Deal, *Economic & Political Weekly* February 18, xlvi(7): 10-13.
- Guha Thakurta, Paranjoy (2011). Personal interview with the author, New Delhi, 19 September.
- Gupta, Sanjay (2011). Personal interview with the author, New Delhi, 20 September.
- Hallin, Daniel and Mancini, Paolo (2004). *Comparing Media Systems*. Cambridge: Cambridge University Press.

- Hallin, Daniel and Mancini, Paolo (eds.) (2011). *Comparing Media Systems Beyond the Western World*. Cambridge: Cambridge University Press.
- Hamilton, James (2003). *All the News That's Fit to Sell: How the Market Transforms Information into News*. Princeton: Princeton University Press.
- Internet World Stats (2012). Asia, Available: [www.internetworldstats.com/stats3.htm](http://www.internetworldstats.com/stats3.htm). Accessed 21 August
- Kohli, Atul (2012). *Poverty Amid Plenty in the New India*. Cambridge: Cambridge University Press.
- Kohli-Khandekar, Vanita (2010). *The Indian Media Business. Third edition. New Delhi: Sage*.
- Livingstone, Sonia (2012). Challenges to Comparative Research in a Globalizing Media Landscape, pp. 415-29, in *The Handbook of Comparative Communication Research*, edited by Frank Esser and Thomas Hanitzsch, London: Routledge.
- Levy, David and Nielsen, Rasmus (eds.) (2010). *The Changing Business of Journalism and its Implications for Democracy*. University of Oxford: Reuters Institute for the Study of Journalism.
- Löffelholz, Martin and Weaver, David (eds.) (2008). *Global Journalism Research: Theories, Methods, Findings, Future*. Oxford: Blackwell.
- McChesney, Robert and Pickards, Victor (eds.) (2011). *Will the Last Reporter Please Turn Out the Lights: The Collapse of Journalism and What can be Done to Fix it*. New York: New Press.
- Mehta, Nalin (2008). *India on Television: How Satellite News Channels Have Changed the Way We Think and Act*. New Delhi: Harper Collins.
- Muhlmann, Geraldine (2008). *A Political History of Journalism*, Cambridge: Polity.
- Pande, Mrinal (2011). Personal interview with the author, New Delhi, 19 September.
- Fenton, Natalie (ed.) (2009). *New Media, Old News: Journalism and Democracy in the Digital Age*. London: Sage.
- Press Council of India (2010). *Report on Paid News*, 30 July, New Delhi: Ministry of Information and Broadcasting. Available at <http://presscouncil.nic.in/home.htm>, accessed 20 August 2012.
- Press Council of India (2012). *Annual Report 2010-2011*, New Delhi: Ministry of Information and Broadcasting.



Ram, Narasimha (2011). *The Changing Role of the News Media in Contemporary India*, address at the Indian History Congress 72nd Session, Punjabi University, India. Available: [www.thehindu.com/multimedia/.../Contemporary\\_India\\_\\_863821a.p](http://www.thehindu.com/multimedia/.../Contemporary_India__863821a.p). Accessed 20 August 2012.

Sen, Amartya (2005). *The Argumentative Indian*. London: Penguin.

Sengupta, Arindam (2011). Personal interview with the author, New Delhi, 19 September.

Thomas, Pradip (2010). *The Political Economy of Communications in India: The Good, the Bad and the Ugly*. New Delhi: Sage.

Thussu, Daya Kishan (2007). *News as Entertainment: The Rise of Global Infotainment*. London: Sage.

Thussu, Daya Kishan (ed.) (2009). *Internationalising Media Studies*. London: Routledge.

Wan (2012). World Press Trends. Paris: World Association of Newspapers. Available at <http://www.wan-ifra.org/press-releases/2011/10/12/world-press->

**Dialectics of the Sensationalism**  
**Interpret the Discourse Strategy of the American Journalism**  
**from the Progressive Era**

**Abstract** The Sensationalism, which occurred in a certain social foundation, is an important discourse strategy of the American journalism. As an industry and tool of public opinion, the American journalism had to restrict the sensationalism with the journalistic professionalism as a self-discipline mechanism in order to maintain its legitimacy. But the journalistic professionalism cannot offset the sensationalism. Thus, the sensationalism transformed from a pragmatic narrative strategy into the compromise mechanism for the concept of objectivity.

**Keywords:** progressive era, sensationalism, journalistic professionalism, discourse strategy

19 20

19 20

1870

1896 1917 1890 1920  
20 20 19 80

19 30 1833 9 3 1

---

2010 2 14~17

2002 2 2~9  
[ ] ·  
35 2008  
4 ·  
[ ] · L ·  
209 2009  
[ ]J · · 53 1988



70

19

19

19

20

1900

1906

19

80

20

1896

---

[ ]	.	12~13	2002
[ ]	.	94	2005
[ ]	2004	34	
[ ]	.	194	2011
[ ]	2009	108	
[ ]	.	2008 3	33~36
[ ]	2009	170	

19 90 19 30 19 80

1884

1901

1900

1915

55

175

3500

1908

1912

---

2002 2 2-9  
[ ] .

319

CBS

NBC  
2009

<

>

<

>

2002 2 2~9  
[ ] .  
2009

102

59

2005

104

2005

1874 1885 1894 1865  
1905 1914





— —

**Echoing the value orientation of the urban middle class:**

**from the perspective of cultural studies**

**Abstract:** Food documentary *A Bite of China* appeals to a lot of people to watch and comment since it was broadcasted, this thesis aims to analyze such phenomenon from cultural studies perspective. Although audiences understand this documentary differently because they use various decoding ways, one reason why this documentary has received so much responds is that it caters to the value orientation of the urban middle class currently. On the one hand, it constructs a kind of healthy and safe country life picture that appeals to audiences lived in big cities. On the

---

other hand this documentary conveys sustainable development attitude to criticize discourse of industrialism politely, which is partly responsible for psychological deficit of the urban middle class.

**Key words:** a bite of China, decoding, the other, discourse of industrialism

7  
30%

400 5 14  
13.54% 500  
2012

/ /

John Fiske

4 0.55% 0.5%  
BBC

5 21

---

2012-05-29  
[http://whb.news365.com.cn/tp/201205/t20120529\\_440852.html](http://whb.news365.com.cn/tp/201205/t20120529_440852.html)  
< > , 2012-05-29  
[http://www.ccdy.cn/xinwen/wenhua/xinwen/201205/t20120529\\_302468\\_1.htm](http://www.ccdy.cn/xinwen/wenhua/xinwen/201205/t20120529_302468_1.htm)  
< > 2012-05-21  
[http://news.ifeng.com/gundong/detail\\_2012\\_05/21/14679756\\_0.shtml?from\\_ralated](http://news.ifeng.com/gundong/detail_2012_05/21/14679756_0.shtml?from_ralated)  
32~35  
2001  
< > < > 2012-05-23  
[http://ent.ifeng.com/tv/news/mainland/detail\\_2012\\_05/23/14745556\\_0.shtml](http://ent.ifeng.com/tv/news/mainland/detail_2012_05/23/14745556_0.shtml)







GDP

Discourse of Industrialism

1987

---

[ ]  
2008

162

167

2011





— —

**Between the Value and Neutrality: The Way to Make Choice  
in Investigative Journalism**

5

2012 2 29 3 9  
2012 3 5

2012 1

9

3 4

4

3 2



2 3

4

5

7

3 5

1000

20-30

46

3 5

2011 12 2012 3

3 3

2011 12

3 4

3

*Russia Incredibly Shrinking President*

3 4

E

3 4

3 6



3 9

3 10

9

BBC

up to 10000

maintain

3 6

3 10

3 4 9

— — CNN

**From a Grassroots Website to International Media:**

**ANTI-CNN s Yesterday, Today and Tomorrow**

2002

FTP

10M/S

60

1000

2008

2005

---

CNN

anti-cnn.com  
CEO

AC



2008 3 14 CNN anti-cnn

2008 3 18 10  
anti-cnn anti-cnn.com BBC  
NTV TRL .com .net .org  
CNN  
CNN  
QQ  
QQ MSN

2008 3 27

2008 4 1 1 2  
4 19

7  
YouTube MTV  
CNN

AC AC ID

ANTI-CNN

---

ANTI-CNN ANTI

80 AC April Culture 80

60 70 5 12

80

CCTV

2009 2010 2010

1000

CNN M Media M4.cn M4

4 Month

150

...

4th media

Beijing Shots

4th

media

Beijing Shots



Wikileaks

2009

Twitter

Face book

IT

eBay

UGC