



Television and the Modernization Ideal in 1980s China: Dazzling the Eyes

Huiké Wén

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Television and the Modernization Ideal in 1980s China: Dazzling the Eyes explores Chinese television history in the pivotal decade of the 1980s and explains the intellectual reception of television in China during this time. While the Chinese media has often been a topic within studies of globalization and the global political economy, scholarly attention to the history of Chinese television requires a more extensive and critical view of the interaction between television and culture. Using theories of media technology, globalization, and gender studies supplemented by Chinese periodicals including *Life Out of 8 Hours*, *Popular TV*, *Popular Cinema*, *Modern Family*, and *Chinese Advertising*, as well as oral history interviews, this book re-examines how Western technology was introduced to and embedded into Chinese culture. Wen compares and analyzes television dramas produced in China and imported from other nations while examining the interaction between various ideologies of Chinese society and those of the international media. Moreover, she explores how the hybridity between Western television culture and Chinese traditions were represented in popular Chinese visual media, specifically the confusions and ambitions of modernization and the negotiation between tradition and modernity, nationalism and internationalism, in the intellectual reception of television in China.

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