

Table of Contents

Acknowledgements	11
Note on Conventions	15
List of Abbreviations	17
1 Introduction: Making Sense of China's Spectacles	19
1.1 Why China's staged spectacles matter	22
1.2 Power in networked politics	25
1.3 How actor networks assemble society	29
1.4 Meaning-making in networks	32
1.5 An example of discursive innovation: the mascot's butt crack	37
1.6 Analysing networked spectacles	42
1.7 Overview of the book	44
2 Arriving on the World Stage	49
2.1 Mass events and modernity	51
2.2 Common themes in mass events	57
2.3 From mass event to media spectacle	64
2.4 Programming the spectacle	67
2.5 The psychology of networked spectacles	70
2.6 Conclusion	75
3 The Governance of China's Networked Spectacles	77
3.1 Media politics in contemporary China	79
3.2 The CCP's cultural governance strategies	83
3.3 Organising the Olympic opening ceremony	88
3.4 International networks at the Shanghai Expo	91
3.5 How Shanghai's Expo territory came to be assembled	94

3.6	Building a Shanghai Expo pavilion	99
3.7	The discursive horizons of networked spectacles	103
3.8	Conclusion	105
4	Staging China's Revival	107
4.1	The Beijing Olympics opening ceremony	110
4.2	The PRC anniversary parade	115
4.3	China's crown jewel	121
4.4	A tour of the China Pavilion	124
4.5	Framing China's networked spectacles	130
4.6	Conclusion	137
5	Designing Chinese Nationalism	139
5.1	Mediating the Chinese nation	142
5.2	Designing the watch signs of official discourse	145
5.3	The nation as a person	151
5.4	Reimagining China's past	156
5.5	Ritual entrainment and the governance of emotion	165
5.6	Conclusion	172
6	The Making of a Harmonious Utopia	173
6.1	Modernity and the 'Confucian revival'	174
6.2	Harmonising all under heaven	179
6.3	From peaceful rise to peaceful development	183
6.4	Reinterpreting the classics	188
6.5	The logic of urban modernity	194
6.6	Sustaining the future of modernity	198
6.7	Conclusion	201
7	Contested Nation Branding	203
7.1	Soft power and nation branding in China	205
7.2	Who speaks for China? Human rights NGOs and the Olympics discourse	208
7.3	How China's Olympic symbols were sold	211
7.4	Making sense of China's Olympic efforts in Taiwan	215
7.5	Generating awe among Taiwan's media gatekeepers	221
7.6	Conclusion	225

8	Fractured Discourses, Idiosyncratic Interactions	229
8.1	The hypermodern spectacle: a simulacrum?	232
8.2	Subversive expo pavilions	235
8.3	Modernity revisited	241
8.4	Fractured visions of the future	248
8.5	How one state media conglomerate revisited nationalist discourse	253
8.6	Conclusion	259
9	Conclusion: The Legacy of China's Mass Media Events	261
9.1	The CCP's networked approach to power	264
9.2	China's cultural governance: learning to live with fragmented discourses	267
9.3	From Hu to Xi: the media management of a strongman?	268
9.4	Xi's networked spectacles and the future of CCP propaganda	271
9.5	Conclusion	272
	List of References	277
	Glossary	307
	Index	313