

Development and Current Characteristics of Social Media in China



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Reviews

Simply no terms to explain. I am quite late in start reading this one, but better then never. Its been written in an remarkably easy way and is particularly merely soon after i finished reading this book where basically changed me, affect the way i really believe.

(Prof. Jedediah Kuhic DVM)

DEVELOPMENT AND CURRENT CHARACTERISTICS OF SOCIAL MEDIA IN CHINA



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GRIN Verlag Nov 2012, 2012. sonst. Bücher. Book Condition: Neu. 211x6x1 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2011 in the subject English Language and Literature Studies - Other, grade: 1,0, University of Hamburg (Institut für Anglistik und Amerikanistik), course: Business English C: Emerging Markets - China and India, language: English, abstract: The People's Republic of China is a country of many superlatives. It is not only the most populous state and fastest growing economy, but also home to the largest Internet community in the world. Today, China's population consists of more than 457 million Internet users who work with the World Wide Web in lots of different ways. As in many other countries, 'Social Media' has become a crucial aspect of China's everyday Internet and business life. Still, this use of 'Social Media' cannot be taken for granted considering the strong governmental control over citizens' personal lives a couple of decades ago, and in some aspects its characteristics and terms of use differ from the rest of the world. In this essay, I first want to present the development of China's (digital) communication in order to provide a better understanding of former and current aspects of media in general. Then, I will have a closer look at the characteristics of 'Social Media' in China. This chapter will include a rough definition of the term 'Social Media' to avoid misinterpretation. Finally, I will deal with economic aspects by explaining so-called 'Social Business' in China. 16 pp. Englisch.



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