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Media and the Chinese Diaspora: Community, Consumption, and Transnational Imagination

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This article is concerned with the formation of a global diasporic Chinese mediasphere. In the first part, I will delir between community, commerce, and cultural consumption of the Chinese media — what I perceive to be the three the analytical framework within which meanings of “Chineseness” are constructed and contested. In the second part, global diasporic Chinese imagination is inherently transnational, and central to the formation of such transnational the “transnational mediasphere” which, as I will demonstrate, is a global phenomenon nevertheless inflected with some thoughts on how best to approach this extremely complex and ever-changing phenomenon, tentatively suggest a place- and context-specific understanding of the production and consumption of the Chinese-language media and the formation of a Chinese transnational imagination.



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