



Marketing Dictatorship: Propaganda and Thought Work in Contemporary China (Asia/Pacific/Perspectives)

Anne-Marie Brady

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China's government is no longer a Stalinist-Maoist dictatorship, yet it does not seem to be moving significantly closer to democracy as it is understood in Western terms. After a period of self-imposed exclusion, Chinese society is in the process of a massive transformation in the name of economic progress and integration into the world economy. The Chinese Communist Party (CCP) is seeking to maintain its rule over China indefinitely, creating yet another "new" China. Propaganda and thought work play a key role in this strategy.

In this important book, noted China scholar Anne-Marie Brady answers some intriguing questions about China's contemporary propaganda system. Why have propaganda and thought work strengthened their hold in China in recent years? How has the CCP government strengthened its power since 1989 when so many analysts predicted otherwise? How does the CCP maintain its monopoly on political power while dismantling the socialist system? How can the government maintain popular support in China when the uniting force of Marxist-Leninist-Maoist ideology is spent and discredited? What has taken the place of communist ideology? Examining propaganda and thought work in the current period offers readers a unique understanding of how the CCP will address real and perceived threats to stability and its continued hold on power. This innovative book is a must-read for everyone interested in China's growing role in the world community.

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