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Abstract

Rückzug des Staates aus dem chinesischen Mediensektor? Neue institutionelle Arrangements am Beispiel des Zeitungsmarktes

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The Chinese media sector has traditionally been analysed as a political and not an economic issue. This is due to the fact that the Chinese government is still attempting to control media contents. On the other hand, the cut in subsidies during the ninetennineties forces media enterprises to face growing market pressures. Taking newspaper publishing houses as an example, this paper describes the impact of the changing institutional environment on China's media, paying special attention to the recent establishment of publishing house groups. Applying aspects of the new institutional economics, the paper reasons that this phenomenon can be understood as a special institutional arrangement to accomodify the political target of control with market requirements.