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Global TV Formats in the Contemporary China

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Abstract: The present paper is concentrated on the analysis of some television programs that are designed to travel across national boundaries and especially to domestic markets like China. The television of China and especially after 1990s created many popular global TV formats and become a profitable media franchise. The contemporary China TV presents an industry that creates an appropriate and standardized global media and cultural formulas compatible with local political ideologies. But it is true or not?

Key words: cinema art, Global TV formats, contemporary China.