

**Political Communication with Chinese Characteristics
—From “Big Brother” To Self-Censorship**

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Abstract

Nowadays, propaganda is installed everywhere in China. Even though China increasingly grows confidence in global affairs, the government is using propaganda to secure the Party’s influence over everyone’s life. Under the rapid globalization, can propaganda continue its rigid system? Is it effective? This paper aims to explore how general audience react to the propaganda.

With the assist of questionnaire survey, two tests were set to know about the audience’s acceptance to the propaganda and their understanding of it. Three major findings, firstly, similar to the country depicted in the book “1984” written by George Orwell, China is covered with monitoring system. And people live under the surveillance by the “Big Brother” –the government. To audience, the censorship is always there, and there is no point of challenging it. Second, the recent propaganda is attempting to penetrate into every part of Chinese people’s life: transportation, street propaganda, TV products, education and others. And the propaganda reached grand achievement in its scale. Third, widely felt the heavy censorship, audience fear when

asked to have politically contentious statement. It is as if the “thought police” in “1984” live in their brain. This intensity of propaganda generate fear and it led to political apathy and indifference. In turn, it damaged the potential civil society of China.

Even though the tendency of recent Chinese propaganda is intensified, the implicit sense of various restriction will inevitably sparks the curiosity and complain of the audience who might ask for a change. Based on the survey findings, this research suggested that the “propaganda with Chinese characteristics” can no longer maintain its fierce control on people’s thoughts because the free information from internet and from Chinese young generation who have international experience would one day roll up the bamboo curtain.

Key words: Political Communication, Chinese Propaganda, Authoritarianism, Censorship, Audience Reaction