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Understanding Media

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The Future of the Media ---- Summary of Media Research Paper

My media research paper focuses on how Chinese people use online music to pursue freedom and democracy. Through my research, I learned more about China’s Internet fire wall. I think China’s Internet fire fall is not really based on the Chinese government censorship on the Internet, like how Western media views it, but based on an entirely different Internet setting established by Chinese people. Chinese Internet setting is very independent. Chinese people are using all Chinese products, like Chinese searching engines, Chinese online-chatting system, Chinese online-TV, etc. This Internet setting provides Chinese Internet music with a liberal environment to spread ideas of democracy and freedom. Normal Chinese citizens have started to make music on Internet, talking about internal government policies, economic circumstances and International events. As for the Chinese music market for recorded music, the Chinese music market is not dominated by the top 5 music companies. When those companies are trying to break through Chinese music market, they are limited by Chinese government. Chinese people listen to music from a variety of recorded companies inside China or from other Asian countries, like Singapore. The Chinese music market is not suffering from the oligopoly. Furthermore, I realized that American people think the democracy means people have equal rights to vote. But in China, people don’t have rights to vote. However, every country’s political system is derived from its history and culture. Chinese people are always seeking freedom and democracy in our ways. We are trying to make a “Chinese-style” democracy, from the Internet to our life. The music is undoubtedly a strong weapon.

In my point of view, Chinese recorded music will take advantages of the Internet. They will try to release music albums on Internet where they can put on advertisements, posters, and photos of musician. Since the Chinese online music downloading is not manipulated by any single program, like iTunes, music companies can control their own albums online and get the complete profit from online advertisements and extra services.