

ENVIRONMENTAL POLLUTION IN CHINA

New media and public participation: The case of air pollution

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The air pollution problem in China has been taken as the most serious environmental challenge facing the Chinese new government in 2013. The severity of the problem grew as public awareness of air pollution has been aroused by media reports. Interconnections between traditional media and new media in China formed new strength to push the Chinese government to act legitimately for solving the problem. From Blue Sky Project to PM 2.5 reports, the lecture reviews how Chinese media respond to air pollution problems in China in recent years, and how new media becomes a new strength to promote public participation in air pollution problems in China.

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