

**Faculty of Arts and Social Sciences
China Research Centre**

**Breast Cancer in Chinese Media: Privatization, Cultural
Politics and Subjectivity**

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**This thesis is presented for the Degree of Doctor of Philosophy at
University of Technology Sydney
January 2014**

CERTIFICATE OF AUTHORSHIP

I certify that the work in this thesis has not previously been submitted for a degree nor has it been submitted as part of requirements for a degree except as fully acknowledged within the text.

I also certify that the thesis has been written by me. Any help that I have received in my research work and the preparation of the thesis itself has been acknowledged. In addition, I certify that all information sources and literature used are indicated in the thesis.

Signature

Date: January 28, 2014

Acknowledgements

It is said that “No man is an island”. This statement has never rung more true to me than during my candidature. I am extremely grateful to everyone who has contributed in some way to this thesis, and to my life over the last four years.

First, I would like to deeply thank my supervisor Professor Wanning Sun for her mentorship and friendship. Thank you for your guidance and support throughout the years; but most importantly, thank you for trusting in me and allowing me free rein to develop as a researcher under your care. Every single meeting and talk with you over the past four years has been extremely enlightening and helpful to me. Your enthusiasm and full dedication in doing research and exploring the world is something that I hope to pass on in the future. I am also greatly indebted to my co-supervisor Dr Beatriz Carrillo Garcia. She has supported me with her knowledge and patience in various stages during my candidature.

To my other fellow PhD colleagues: Lauren, Mehal, and Kelly – thank you for taking your time to read and comment on the earlier drafts of some chapters. Your suggestions have always been valuable to me. To the rest of my PhD colleagues in China Research Centre: Kevin, Selene, Lei Wei, Shuxia, Miguel and Yichi – thank you for your support and friendship. I loved being part of our centre and spending time with you during/after work. I take away many fond memories of the laughs we’ve shared and hope to continue our monthly get-together in the future. I am so lucky to have Estelle Dryland as my professional editor, who provided the most meticulous proof reading for me. I cannot thank you enough!

Special thanks to my friend Wenqian. Wenqian has been extremely kind and generous to share her small bedroom with me in downtown Sydney during the final stage of my candidature. To my interviewees in China, I would not have finished this thesis without your understanding and constant generous sharing of your knowledge and experience.

To Dan – thank you for your love, support and extreme patience throughout the years. To my Mum and Dad – there are literally no words to express my gratitude to you. I will always love you and I dedicate this thesis to you.

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Abstract

In the past three decades, China has experienced a profound social transformation, among which the retreat of government from the health care sector and the privatization of health issues is very significant. Chinese people are now required to make their own life choices and to be 'self-responsible' in all walks of lives, including their health. Against this general background, this thesis analyses the socio-cultural constructions of breast cancer in post-socialist China. This analysis works as a case study, through which I explore the complex intersection of the market, the government, health professionals and media in post-socialist China. Through textual analysis of media contents and semi-structured interviews, this thesis has uncovered the complex negotiations among various players in producing breast cancer related content. As a result of these negotiations, the prevention and treatment of the disease has been largely constructed as women's own responsibilities and practices in the media. Since the government is providing less and less necessary financial and personnel support to conduct breast cancer public education, the breast cancer prevention campaign is often appropriated by international and domestic commercial forces alike to further their marketing interests. My analysis reveals two sets of relationships: between the privatization of the material goods and services and the privatization of the self, and between the political economic context of the health care reform and the cultural politics of the construction of breast cancer.