



# Handout

## JING'S GREAT CAREER

At twenty-three, Jing was not a television producer, even though he aspired to be one. He felt like he had not done anything great in his working life. He mainly helped out in his uncle's computer company in Beijing. Although this was satisfying, he felt unfulfilled. Probably the only thing of importance he had done was to set up an online forum where people could raise environmental concerns and protest about issues such as air pollution, and water contamination, which contrasted with Western beliefs about Chinese media.

1. Is Jing a television producer?
2. What had Jing done that he considered to be worthwhile?
3. Why do you think it is suggested in the text that Western beliefs about the Chinese media may be incorrect?
4. How, if at all, might these ideas be useful to an Australian new media entrepreneur looking to enter the Chinese market later in the year?