Abstract

This thesis attempts to explore the different forms of cultural resistances in Chinese cyberspace, whose role as the cultural form challenging the hegemonic ideological discourse and the informative censorship of Chinese authority. The thesis examines the activities and texts of Chinese netizens who use cultural resistances, especially the culture jamming as a tactics to challenge dominant ideologies as they participate in political communication. It investigates various non-conventional styles of contention, and demonstrates how such styles produce and transmit the counter-hegemonic discourse, accumulate public opinion and finally influence the public decision-making. This thesis argues that the Chinese cyberspace has become an alternative public sphere in current PR China.

Keywords: Internet, cultural resistance, culture jamming, semiological guerilla warfare, alternative public sphere,