MICA (P) No: 105/06/2007

ISSN 0129-6612

# Media Asia

# an Asian Mass Communication Quarterly

Editor-in-Chic	ď
Indrajit Banerje	cc

### Associate Editor Stephen Logan

# Guest Editor Gary D. Rawnsley

## **Editorial Advisory Committee**

Alan Knight
Ang Peng Hwa
Anuradha Rajivan
Daya Thussu
Gaëtan Tremblay
George Thottam
Georgette Wang
Hu Zhengrong
Javed Jabbar
John Lent
Srivinas Melkote

MEDIA ASIA is published quarterly by the Asian Media Information and Communication Centre (AMIC), and the Wee Kim Wee School of Communication and Information, Nanyang Technological University (WKWSCI-NTU). The opinions expressed by the authors do not necessarily reflect the views of AMIC, WKWSCI-NTU or of the organisations with which they are associated.

#### For correspondence:

AMIC, Jurong Point PO Box 360

Singapore 916412 Tel: (65) 67927570 Fax: (65) 67927129

Subscriptions: angie@amic.org.sg Submissions: slogan@amic.org.sg Website: www.amic.org.sg

# Subscription

- Singapore & Malaysia: SSS0,00
- Rest of Asia (except Japan): S\$60.00
- · Rest of the world & Japan: US\$60.00

Editorial	2
FEATURES	
Digital Content Business in Korca: The Future of Korean Web Portals  Ju-yong Ha & Seung-jun Moon	
Framing Political Ideologies: Press Coverage of the Anti-secession Law in China, Hong Kong and Taiwan Chiung Hwang Chen & Ethan Yorgason	33
ARTICLES	
Negotiating National Identity on Film: Competing Readings of Zhang Yimou's Hero  Armida De La Garza	27
The Political Narrative(s) of Hero  Gary D. Rawnsley	20
The Emperor and the Assassin: China's National Hero and Myth of State Origin  Wang Yiyan	14
National Unification Overrides All: The Heroism of <i>Hero</i> Yingjie Guo	3

**Viewpoint:** University Training in Communication for Development:

Trends and Approaches

HERO: ANATOMY OF A CHINESE BLOCKBUSTER