

Storey, John, University of Sunderland, United Kingdom; **Zhang Xiaohui**, Communication University of China, China

Media Love: Media Discourses and Practices of Romantic Love in China and the UK

Our proposed paper is a small part of an ongoing comparative research project on romantic love as a socially and historically situated regime of signification. Our project is organised around the research question: How do we experience, think and talk about romantic love and what is the relationship between this and media consumption? Our research aims to analyse the discourses of romantic love that people articulate in practices of falling in love in China and the UK, and to investigate how these relate to patterns of media consumption. Our proposed paper will present the findings, and theoretical framing, of a pilot ethnographic study of falling in love and the consumption of popular songs in China and the UK.