

Zhou, Qian, University of Tokyo, Japan

**On the symbiotic relationship between Chinese intellectuals and the media: A discourse analysis of the process of "middle class" image construction**

Through an employment of ‘intertextuality’ to analyze the image construction of the “middle class” in Chinese weekly magazines since 2001, this paper found that Chinese intellectuals take an active participatory role in this media’s construction. Through interviews with the editors of weekly magazines, this research confirms the mutually beneficial relationship between the Chinese media and intellectuals.

In particular, as the background for this textual analysis and interviews, this paper will discuss the relationship between contemporary Chinese intellectuals, the media and the “middle class”. Looking at Michel Foucault’s thought, this paper will view the appearance of intellectuals in the media’s construction of the "middle class" as an entrance of various forces onto the stage. In this paper, the following, along with other issues will be explained: 1) how specific factors affect Chinese intellectuals in contemporary China's Transition Period; 2) what constitutes Contemporary Chinese intellectuals’ self-identity and how this self-identity relates to the image construction of "middle class" in the media; 3) the symbiotic relationship between intellectuals and the Chinese media’s "market orientation", or "commercialization", in regards to the construction of the “middle class” in the Chinese media.