

Discovering Miss Puff: a new method of communication in China

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Abstract: In recent years animation has been considered of one of the pillars of the creative industry by the Chinese government. For this reason both the central and local government has been investing and supporting this sector, effectively becoming the first manufacturer. In parallel with the industrial production there is another kind of production, totally independent, that tries to find its audience on the Internet, creating many interesting animations absolutely different from the traditional ones. This study will attempt to explain one of these famous animations using the case study approach and it will focus on one of the most representative products of these years, that is *Miss Puff*. The Director of this animation is Pi San who is considered, in China, both the master of animation created with Flash and a revolutionary, because of his innovative ideas. This article is based on an interview to the Director Pi San. The interview was conducted in the study Hutoon of Beijing in July 2012

Keywords: Chinese animation, Miss Puff, Soft power, Flash, Youku, Baidu

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