

ABSTRACT

This thesis aims to introduce the Chinese radio play (*guangboju* 广播剧) as an understudied genre in the West, which nevertheless deserves attention, especially because of its substantial ideological aspect. This genre has undergone tumultuous developments in the last thirty years, mainly due to the transition of the Chinese economy to a market economy. In response, radio plays have fragmented into two main branches – commercial plays, which are to this day still struggling to survive in the environment of the market economy, and ideological plays, which are an expedient product of the Chinese government's propaganda. These plays, which are the focal point of this thesis, are produced mainly for the purpose of participation in national-level government competitions, in particular the Project 5+1 (*Wu ge yi gongcheng* 五个一工程) competition, where their ideological merit is appraised. In order to introduce plays of this nature, the thesis analyses radio plays broadcast in 2021 on the leading state-owned radio station Voice of China (*Zhongguo zhi sheng* 中国之声) featuring poverty alleviation themes (*fupin* 扶贫), which has been one of the dominant themes of thematic radio plays since 2015, when the China-wide "Targeted Poverty Alleviation" (*Jingzhun fupin* 精准扶贫) campaign was officially launched. In addition to this analysis, as well as the formal and content aspects of the genre, the thesis also traces its history, the difficulties it faces, and other relevant subjects.

Keywords: radio play, ideology in the PRC, Chinese propaganda, Chinese radio, poverty alleviation