The Changing Landscape of China's Consumerism

Description: Consumerism in China has developed rapidly. The Changing Landscape of China's Consumerism looks at the growth of consumerism in China from both a socio-economic and a political/cultural angle. It examines changing trends in consumption in China as well as the impact of these trends on society, and the politics and culture surrounding them. It examines the ways in which, despite needing to “unlock” the spending power of the rural provinces, the Chinese authorities are also keen to maintain certain attitudes towards the Communist Party and socialism “with Chinese Characteristics.” Overall, it aims to show that consumerism in China today is both an economic and political phenomenon and one which requires both surrounding political culture and economic trends for its continued establishment. The ways in which this dual relationship both supports and battles with itself are explored through apposite case studies including the use of New Confucianism in the market context, the commodification of Lei Feng, the new Chinese tourist as a diplomatic tool in consumption, the popularity of Shanzhai (fake product) culture, and the conspicuous consumption of China's new middle class.

- Provides innovative interdisciplinary research, useful to cultural studies, sociology, Chinese studies, and politics
- Examines changes in consumerism from multiple perspectives
- Allows both micro and macro insights into consumerism in China by providing specific case studies, while placing these within the context of geo-politics and grand theory

Contents:
Introduction: In pursuit of status: The rising consumerism of China's middle class
Xin Wang
Mao's children are wearing fashion! - Calvin Hui
Gabriel Lafitte
Dolce & Banana, A Shanzai Creator's Manual: Production and consumption of fake in contemporary Chinese art practices
Karen Tam
Thriving medical consumerism in the margin of the state: A case study of medical pluralism in Southwest China
Qingyan Ma
Frugalists, anti-consumers and prosumers: Chinese philosophical perspectives on consumerism
Geir Sigurdsson
'To live is to serve the people': The spirit of model soldier Lei Feng in postmodernity
Andreas Steen
Advertising and China: How does a love/hate relationship work
Giovanna Puppin

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