

China's Generation Y and Youth Culture



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(Ms. Hannah Lowe)

CHINA'S GENERATION Y AND YOUTH CULTURE



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GRIN Verlag GmbH Feb 2014, 2014. Taschenbuch. Book Condition: Neu. 208x83x5 mm. This item is printed on demand - Print on Demand Neuware - Essay from the year 2013 in the subject Orientalism / Sinology - Chinese / China, grade: A, Webster University, language: English, abstract: The post-1980 generation of Chinese or China's Generation Y can be characterized by a number of factors. One of the most significant factors that characterizes China's post-1980 generation that differs from previous generations is the strong materialistic attitude that has become apparent. One such example, as outlined by Yan (2006, pg. 255) is the dramatic embrace of McDonald's in China. This embrace of McDonald's and the slogan I'm lovin' it or jiu xihuan resonates this life aspiration to achieve instant individual gratification in terms of a pleasurable and comfortable material life. This attitude is in opposition to China's former generations who embraced a more collective mindset and had less desire for material gain. In contrast, China's new generation are more comparable to American youth as having an individualistic and fun-seeking behavior that goes beyond social norms. However, where this differs is where Chinese and American youth perform such acts. While Americans may be more outwardly public about their behavior, the Chinese appear to place more emphasis on personal consumption. Furthermore, as Yan (2006, pg. 256) describes, this new generation also has ambitions in the field of business to build wealth in order to acquire more material wealth. In contrast under Chairman Mao, former generations were more concerned with being provided for through the communist system. Part of this reason is because of China's new economic policies where advancing financially is more possible than ever and this new generation is responsible for fulfilling the dreams of...



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