Materialism, Middle Class Aspirations, New Youth Lifestyles and Behavior, and a Growing Self-Confidence:
The Implications of a Rising China for American Business

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The endgame of communist rule in China has begun

1. China’s economic elites have one foot out the door, and they are ready to flee en masse if the system really begins to crumble.

2. Since taking office in 2012, Xi has greatly intensified the political repression that has blanketed China since 2009 [Insecure and Anxious Leadership]. {2000-2008 was the high tide of reform efforts}

3. Even many regime loyalists are just going through the motions.

4. The corruption that riddles the party-state and the military also pervades Chinese society as a whole; it is stubbornly rooted in the single-party system, patron-client networks, an economy utterly lacking in transparency, a state-controlled media and the absence of the rule of law.

5. China’s economy—for all the Western views of it as an unstoppable juggernaut—is stuck in a series of systemic traps from which there is no easy exit; Xi’s ambitious goals have been stillborn. The reform package challenges powerful, deeply entrenched interest groups—such as state-owned enterprises and local party cadres—and they are plainly blocking its implementation.
Evan Osnos: Born Red: How Xi Jinping became China’s most authoritarian leader since Mao

[The New Yorker, 4/6/2015]

- He has investigated tens of thousands. He has acquired or created ten titles for himself, including head of state and head of the military, and leader of the Party’s most powerful committees—on foreign policy, Taiwan, and the economy. He has installed himself as the head of new bodies overseeing the Internet, government restructuring, national security, and military reform, and he has effectively taken over the courts, the police, and the secret police.

- “The unwritten rules have been broken, but laws haven’t arrived yet”

- Analysis of the forty-eight most high-profile arrests shows none of them were second-generation reds. Western diplomat: “I don’t call it an anticorruption campaign …. This is grinding trench warfare.”

- It is difficult to know precisely how much support Xi enjoys. Victor Yuan, the president of Horizon Research Consultancy Group said: “We’ve done some indirect research, and his support seems to be around eighty per cent. It comes from two areas: one is the anticorruption policy and the other is foreign policy. The area where it’s unclear is the economy. People say they’ll have to wait and see.”
China Blocks Web Access to ‘Under the Dome’ Documentary on Pollution


• “Under the Dome,” a searing documentary about China’s catastrophic air pollution, had hundreds of millions of views on Chinese websites within days of its release.

• The country’s new environment minister compared it to “Silent Spring,” the landmark 1962 book that energized the environmental movement in the United States. Domestic and foreign journalists clamored to interview the filmmaker, a famous former television reporter, though she remained silent.

• Then the momentum over the video came to an abrupt halt, as major Chinese video websites deleted it under orders from the Communist Party’s central propaganda department. The website of People’s Daily, the official party newspaper, had initially promoted the video and posted an interview with Chai Jing, but those had been deleted by Friday morning.

• The startling phenomenon of the video, the national debate it set off and the official attempts to quash it reflect the deep political sensitivities in the struggle within the Chinese bureaucracy to reverse China’s environmental degradation.
“Under the Dome” (2)

• The drama over the video has ignited speculation over which political groups were its supporters and which sought to kill it, and whether party leaders will tolerate the civic conversation and grass-roots activism that in other countries have been necessary to curbing rampant pollution.

• The video was made by Chai Jing, a former investigative reporter for China Central Television, with help from other former employees of the state network. It appears obvious that Ms. Chai had the cooperation of pro-environment officials in the party and government. Ms. Chai tackled the politics of environmental regulation in the video by showing how little power officials at the Ministry of Environmental Protection have to enforce antipollution laws. As portrayed in the film, their adversaries are large state-owned enterprises and some private companies, among them oil and gas businesses, steel producers and automakers.

• After the video’s release, other officials, including some at state-owned enterprises that often bridle at stricter environmental regulations, came out strongly against the film. The battle lines reflected those in the broader conflict over the environment in China.

• On Friday evening Xinhua posted on Twitter, which is also blocked here, that “President Xi Jinping vows to punish, with an iron hand, any violators who destroy ecology or environment, with no exceptions.”
Slogan of the Week: Smog the People
喂人民服雾 (wèi rénmín fú wù): smog the people
(China Digital Times, 4/6/2014)

• Literally “feed smog to the people.” A play on Mao Zedong’s motto “serve the people.” While “smog the people” has been in use for several years, the phrase gained currency in October 2013, when smog stopped traffic and hindered tennis matches in Beijing and brought an “airpocalypse” to Harbin.

• Around New Year’s 2014, many Weibo users called “smog the people” the biggest “watchword” of 2013 (2013最响亮的口号 喂人民服雾).
“The Chinese and American Dreams: Seven Big Differences” [Shi Yuzhi, “Zhongguo meng yu meiguo meng de qi da qubie”] (Gaige neican: wenzhai No. 10, 2013, pp. 36-37)

1. **Geographical and historical differences**: America has no invasions, China has a porous border with constant security threats, so America focuses on individual wealth and China focuses on increasing the nation’s prosperity and strength

2. China has many nationalities, when they haven’t been sufficiently united, life and property were unprotected; America is a nation of immigrants so less attachment to one’s native place (no concept of “minzu”), the focus is on the individual

3. **American Dream** stresses one’s birth or social class is irrelevant, relying on own strength everyone has equal opportunity to be successful, a great attraction for immigrants; China has to rely on the 1.3 billion people already there

4. Since ancient times China has had the concept of the country as a family (jiaguo), with a strong collective consciousness, so that happiness can only be shared together (gongxiang), both for family and state. European and American culture stresses individualism and the pursuit of individual freedom and success

5. China’s deep sense of 5,000 years of history and civilization, and former great power status; America has 200-300 years of history and reliance on immigrants

6. China Dream relies on collective consciousness; American Dream is the search for individual happiness; country’s strength comes from these individual efforts

7. **China has dealt with pain and adversity since Opium War; China Dream for glory of nation (minzu); American Dream about individual prosperity, success and rise in social status** [CHINA DREAM DEPENDS MORE ON SELF-SACRIFICE; ARE YOUTH AND THE MIDDLE CLASS WILLING TO ACCEPT THAT?]
The Chinese Dream in surveys: a happy middle class

[Shanghai Daily, 12/18/13]

• Three in five working-age Chinese consider themselves to be middle class, according to a survey at Guangzhou’s Sun Yat-sen University.

• Not as many people actually belong to China’s middle class. A study by the Organization for Economic Co-operation and Development in 2010 estimated China’s middle class to stand at 157 million people in 2010.

• Happiness is more tied to material possession in China than anywhere else, another global survey by Ipsos, published last week, found. Globally, 34 per cent of 16,000 people across 20 countries said they measured their success by the things they owned. In China, the percentage was more than double the global average and stood at 71 per cent.

• Two out of three Chinese respondents said they felt “under a lot of pressure to be successful and make money”, more than in any other surveyed country.
Martin Luther King’s “I have a dream” speech became the catchphrase of the American civil rights movement, and Walt Disney built an empire by creating dream worlds. US presidents are fond of evoking the “American Dream” concept to convince people that they control their own destinies. Last November, Chinese President Xi Jinping sounded a similar theme when he talked about the “Chinese Dream.” He said it means pursuing “economic prosperity, national rejuvenation and public well-being.”

• [Youngest in Survey]: Ding Yihong, 6, a first grader: “My dream is to study in America, to play piano better than Lang Lang and give concerts all over the world.”

• Kay Gao, 22, a sales representative: “My dream is to find a good husband who is honest, economically stable, owns a downtown apartment and has a car.”
Shanghai Daily, 8/20/13: Born in the 1980s – Guo Jingming: “Unvarnished Look at Modern Materialism”

• Guo Jingming is among the most controversial writers in China. He is also one of the most popular and richest. Born in 1983, the teen pop idol is an author and chairman of a cultural entertainment company. “I am the Chinese dream in the contemporary era,” says Guo.

• His debut film “Tiny Times 1.0,” based on one of his novels that he adapted, co-produced and directed, generated a storm of criticism. Critics said it was an exercise in vanity and money worship, displaying a twisted sense of values and misleading adolescents.

• “Tiny Times 1.0” depicts the life of four young women and their boyfriends in a fashionable and rapidly developing Shanghai. The characters wear luxury brands and drive expensive cars. The men in the film shower their girlfriends with luxury gifts.

• The box office was 73 million yuan in its first day. Its fans are mainly teenage girls; Tiny Times 3 had a box office of 525 million yuan.

• Guo lives in a three-story vintage villa in Shanghai’s downtown Jing’an District, which he bought for more than 100 million yuan. In 2009, he came under fire for showing off some of the luxurious items he owns in one of his publications. “Materialism is a topic that should not be avoided when looking at modern life,” he said.
China Needs Its Own Dream, by Thomas Friedman, *NY Times*, 10/2/12

• Does Xi have a “Chinese Dream” that is different from the “American Dream?” Because if Xi’s dream for China’s emerging middle class — 300 million people expected to grow to 800 million by 2025 — is just like the American Dream (a big car, a big house and Big Macs for all) then we need another planet.
American Dreams in China

Hong Kong/China
Period light drama
2013
Directed by Peter Chan (陳可辛)

BOX OFFICE:
(RMB538 million; US$87.6 million); NUMBER 4 FOR 1ST HALF OF 2013
Wide Generation Gap on Views of U.S. in Many Countries

Favorable view of U.S.

<table>
<thead>
<tr>
<th>Country</th>
<th>18-29</th>
<th>30-49</th>
<th>50+</th>
<th>Youngest-oldest gap</th>
</tr>
</thead>
<tbody>
<tr>
<td>Vietnam</td>
<td>89</td>
<td>74</td>
<td>64</td>
<td>+25</td>
</tr>
<tr>
<td>Thailand</td>
<td>87</td>
<td>71</td>
<td>65</td>
<td>+22</td>
</tr>
<tr>
<td>China</td>
<td>60</td>
<td>50</td>
<td>39</td>
<td>+21</td>
</tr>
<tr>
<td>Tanzania</td>
<td>81</td>
<td>74</td>
<td>62</td>
<td>+19</td>
</tr>
<tr>
<td>Mexico</td>
<td>71</td>
<td>65</td>
<td>52</td>
<td>+19</td>
</tr>
<tr>
<td>Senegal</td>
<td>80</td>
<td>76</td>
<td>62</td>
<td>+18</td>
</tr>
<tr>
<td>Peru</td>
<td>75</td>
<td>63</td>
<td>58</td>
<td>+17</td>
</tr>
</tbody>
</table>

- Hollywood: 54.91%
- The White House: 44.73%
- Wall Street: 41.16%
- The Statue of Liberty: 40.26%
- The US Dollar: 34.20%
- Coca Cola: 33.62%
- The Pentagon: 26.37%
- Aircraft Carriers: 20.31%
- I am unclear about this and will not answer: 2.06%
- Others: 1.23%
• “Edible Apple Lust in China” (from Bill Bishop’s Sinocism China Newsletter, 4/12/15)

• “Recently a man placed an order with CCSweets for a birthday cake for a buddy, an Apple fanatic and a Tuhao 土豪, or ‘uncouth nouveau riche’. In case you were wondering, the girls are not his daughters, and everything is edible.”
Survey in 2013 on Chinese who have already become “internationalized,” the Generation of International Floaters. 4,900 people in 62 cities; the post-1980s generation constituted 59.3 percent of these “floaters,” while the post-1990s generation made up 18.6 percent.

53.3 percent like to watch English-language films without Chinese subtitles and to use foreign websites such as Facebook and Twitter, which are banned in China. They favor international brand-name products because of their high quality and durability. They prefer to drink Starbucks and Chivas Regal and to drive Volkswagens, Audis and Fords. Recognizing the attractiveness of the foreign, Chinese entrepreneurs have built hotels in China with names like Marvelot (using the same Chinese characters as the Marriott), Haiyatt and Peninsula.
67.4 percent prefer English and American TV series, with only 20.8 percent choosing Chinese domestic shows. American shows that were particularly popular included “The Big Bang Theory” (streamed more than 1.3 billion times over the past five years), “The Vampire Diaries” and “2 Broke Girls.” Other recent popular shows include “House of Cards,” the British show “Sherlock” and “Masters of Sex.”

Many of the most popular shows are legally licensed and are shown on streaming sites, which have been less subject to censorship than regular TV. In 2012 Sohu had 144 American and British TV shows available for streaming, Tencent had 123 shows and Youku Tudou had 109; these channels of distribution are even more important in introducing Western culture to China than regular TV or theatrical films. This “loophole” in the censorship system has allowed Chinese viewers to watch shows with the type of violence, scandal, superstition or other sensitive themes that would not otherwise be approved. This has now been plugged.
China's Streaming Fans Face a Long Wait
[Bloomberg, 1/22/15]

• Binge-watching, that proud pastime of American TV addicts, may soon be the only legal way for viewers in China to catch up on their favorite foreign shows. The Chinese government has quietly instituted a censorship policy that bars video sites from streaming new episodes of programs—including *Mad Men* and *The Simpsons*—in the country until after the shows’ seasons have ended.

• Video sites such as Sohu.com and Baidu’s IQiyi, previously left to police themselves, can submit episodes to censors for approval only once the full seasons have aired. Seasons beginning in September and ending in May in the U.S. won’t be legally available to Chinese Internet users until June at the earliest.

• The restrictions are a setback for foreign media companies such as 21st Century Fox and CBS, which have struck licensing deals with Sohu, IQiyi, and Youku Tudou in China for undisclosed sums.
China Readies New Film Regulations [Hollywood Reporter, 3/24/2015]

• Chinese audiences and streaming companies are waiting anxiously to assess the impact of a raft of tough new rules next week that will require close censorship of feature films, TV shows and other digital content.

• China is the world’s second-biggest film market, and Hollywood studios have started reaping profits from selling content to sites such as Youku Tudou, Baidu’s iQIYI, Sohu.com and Tencent.

• At Filmart forums, officials and industry leaders have hailed the dawning a new era for streaming content, but new rules due to come in effect on April 1 will give the State Administration of Press, Publication, Radio, Film and Television (SAPPRFT) more power to block movies and TV shows.

• Local companies were resigned to the tougher environment, but were also waiting to see how the rules would be implemented and enforced. “The government regulations were made last year [and] we began to adapt back then, so that when April 1 comes around, we’ll be ready,” said a spokesperson for a large online streaming service, requesting anonymity.

• Online commentators blog on the regulations. Some online commentators have warned that the move could see a return to the days of pirate DVD stores selling fake box sets of U.S. TV shows. Weibo user: “Now it is time for the DVD stalls, which have been silent for years, to make a comeback.”

• My comment: “上有政策，下有对策”
# China Yearly Box Office, 2014

<table>
<thead>
<tr>
<th>Rank</th>
<th>Movie Title</th>
<th>Distributor</th>
<th>Gross</th>
<th>Release</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Transformers: Age of Extinction</td>
<td>HuaXia</td>
<td>$301,000,000</td>
<td>6/27</td>
</tr>
<tr>
<td>2</td>
<td>Breakup Buddies</td>
<td>n/a</td>
<td>$187,970,000</td>
<td>9/30</td>
</tr>
<tr>
<td>3</td>
<td>The Monkey King</td>
<td>n/a</td>
<td>$167,840,000</td>
<td>1/31</td>
</tr>
<tr>
<td>4</td>
<td>The Taking of Tiger Mountain</td>
<td>HuaXia</td>
<td>$141,020,000</td>
<td>12/23</td>
</tr>
<tr>
<td>5</td>
<td>Interstellar</td>
<td>China Film</td>
<td>$121,990,000</td>
<td>11/12</td>
</tr>
<tr>
<td>6</td>
<td>X-Men: Days of Future Past</td>
<td>HuaXia</td>
<td>$116,490,000</td>
<td>5/23</td>
</tr>
<tr>
<td>7</td>
<td>Captain America: The Winter Soldier</td>
<td>China Film</td>
<td>$115,620,000</td>
<td>4/4</td>
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<tr>
<td>8</td>
<td>Dad, Where Are We Going?</td>
<td>n/a</td>
<td>$111,870,000</td>
<td>1/31</td>
</tr>
<tr>
<td>9</td>
<td>Dawn of the Planet of the Apes</td>
<td>HuaXia</td>
<td>$107,355,317</td>
<td>8/29</td>
</tr>
<tr>
<td>10</td>
<td>The Breakup Guru</td>
<td>n/a</td>
<td>$106,590,000</td>
<td>6/27</td>
</tr>
<tr>
<td>11</td>
<td>The Continent</td>
<td>HuaXia</td>
<td>$100,110,000</td>
<td>7/24</td>
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<tr>
<td>12</td>
<td>Guardians of the Galaxy</td>
<td>HuaXia</td>
<td>$96,470,000</td>
<td>10/10</td>
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<tr>
<td>13</td>
<td>The Amazing Spider-Man 2</td>
<td>China Film</td>
<td>$94,430,000</td>
<td>5/4</td>
</tr>
</tbody>
</table>
China’s Domestic Box Office Share of Worldwide Box Office, 2005-2020 (projected) [Robert Cain, chinafilmbiz, 4/8/2015]
Will the Middle Class Shake China?
*The New Yorker, 3/8/2013*

- Let’s be clear: the Chinese middle class is not preparing to take to the ramparts. But for years, people talked about the Chinese middle class as one caricature or another: an ardent protector of the status quo, or a ticking time bomb. On the ground, the men and women at the heart of it have turned out to be something more complicated: they have no appetite for outright revolution, but they are weary of injustice and unfairness, and the oligarchy provides a vanishingly small outlet for them to seek redress on the issues they care about most: the availability of safe food, fair access to good education and health care, and, more and more, safe air.
An Unhappy Middle in the Middle Kingdom
(Wall Street Journal, 3/7/2013)

- China has 408 billionaires, more than the 317 who live in the U.S., according to Hurun Global Rich list 2013.

- Although basic goods in China are still relatively cheap, it is costly to lead a middle-class life in China. A Starbucks grande latte costs $4.81 in Beijing, compared with $3.55 in San Francisco and $3.87 in Hong Kong. A locally made Volkswagen Passat sedan retails for up to $50,000 in China, versus up to $33,000 in the U.S. Goods that are made in China, including clothing and electronics, are often more expensive there than they are abroad, partly due to inefficient distribution.

- The middle class in China also suffers from high housing costs. Average rent jumped 9% in Beijing in January, according to the Statistics Bureau. "If only because of rent, it is hard to save a lot of money in top-tier cities for the middle class"
Mistrust of Maoming officials raises concern of chemical plant protesters, *South China Morning Post*, 4/3/2014

- Maoming residents protesting against a proposed petrochemical project in the southern Guangdong city greeted local officials' vow to solicit public feedback with skepticism.

- The city government of Maoming - buffeted by corruption scandals - has resorted to violence to disperse peaceful protesters, while silencing public outcry over the project.
Maoming Protest (2) [NIMBY and Middle Class]

- Demonstrations over the Maoming plant spread to Guangdong and Shenzhen even after the local authorities held two press conferences promising that construction would not start before consensus was reached.
- The city's public security bureau has admitted that police "accidentally injured" 11 protesters in the first protest on Sunday and has apologized.
- A deputy chief of the bureau denied online accounts that several protesters were killed in Sunday's protest.
“Economist” Covers: Putin vs. Xi Jinping
Strongman Putin helps Russia regain power of discourse on global stage
*(Global Times, 3/30/2014)*

- After the dissolution of the Soviet Union, the national image of Russia has long been shaped by others amid the Western world's strong media communication capability. However, in recent years, Moscow's actions in solving the Syrian crisis, Ukraine's turmoil and Crimea's upheaval have made the world realize that it must learn to listen to the "Russian voice," represented by Russian President Vladimir Putin.

- Putin's confident governing style and strongman image have attracted attention worldwide. Putin ranks top on the list of the "World's Most Powerful People" according to the Forbes magazine and even climbed one spot ahead of US President Barack Obama in 2013. Forbes said that Putin, in protracted possession of power, surpassed other state heads in terms of how many people he has power over, how he wields his influence and how actively he uses his power to change the world.

- Russia's competition with Western powers has been echoed by major political figures, opinion leaders, the general public and media outlets, therefore promoting the cohesive force of the whole Russian nation. And this deserves studies by Chinese circles engaging in political publicity.
This is the Real Chinese Dream:
Xi Jinping, Putin, Obama and Abe
Great Leader Chairman Xi Jinping
(from Panjiayuan Market, Beijing)
'Cultural threats' among five focuses of new national security panel, colonel says

South China Morning Post, 1/14/2014

• National security committee will plan response to extremists, online agitators and West's cultural influence

• "No single agency can handle such threats," Gong said in an article for the Study Times, the daily newspaper of the Communist Party's Central Party School. "It is necessary to set up a high-level agency that has the proper authority to co-ordinate all forces involved."
China Takes Aim at Western Ideas,
NY Times, August 19, 2013

- Communist Party cadres have filled meeting halls around China to hear a somber, secretive warning issued by senior leaders. Power could escape their grip, they have been told, unless the party eradicates seven subversive currents coursing through Chinese society.

- These seven perils were enumerated in a memo, referred to as Document No. 9, that bears the unmistakable imprimatur of Xi Jinping, China’s new top leader. The first was “Western constitutional democracy”; others included promoting “universal values” of human rights, Western-inspired notions of media independence and civic participation, ardently pro-market “neo-liberalism,” and “nihilist” criticisms of the party’s traumatic past.
This week, China’s ideological drive against Western liberal ideas broadened to take in a new target: foreign textbooks.

Meeting in Beijing with the leaders of several prominent universities, Education Minister Yuan Guiren laid out new rules restricting the use of Western textbooks and banning those sowing “Western values.”

On Jan. 19, the leadership issued guidelines demanding that universities make a priority of ideological loyalty to the party, Marxism and Mr. Xi’s ideas.

Just how the Education Ministry’s demands regarding foreign textbooks will play out remains unclear. In many Chinese colleges and universities, English-language textbooks and translations of them have become widely used in the natural sciences, economics, law, journalism and the social sciences. Many students aspiring to study or work abroad believe mastering foreign works is essential to their success.

Academics who have felt Mr. Xi’s ideological tightening said the room for candid debate had shrunk drastically, even compared with the restrictions of past years.
Plugging the holes: Circumventing internet controls is getting harder  *[The Economist, 2/7/2015]*

- State media have suggested that offering VPN services in China without registering should be seen as illegal, even though the companies that do it are based abroad and are not violating laws in their own countries.

- Without these services, China’s 649m internet users are blocked from all manner of forbidden fruit, including sites covering sensitive political topics as well as social media such as Facebook and Twitter. Interference with Google services, which had for years been reduced to excruciatingly slow speeds, is now near-total.

- It is also causing serious disruption to many Chinese users, who wish to heed the government’s call to boost innovation and who need to collaborate with foreign colleagues in business or academia. It represents “a huge tax on efficiency”.

- Some Chinese officials, however, see the controls as good for business. They boast that blocking access to swathes of the internet has created the space for China’s internet giants such as Alibaba, Tencent and Baidu to prosper. Foreign companies suspect that China is using internet security as a pretext for protectionism.
How the *New York Times* is eluding censors in China  
[Quartz, 4/6/2015]

- The *New York Times*’ English and Chinese-language websites have been blocked since an October 2012 article about the wealthy family of prime minister Wen Jiabao, but the *Times* is quietly pursuing a new, aggressive strategy to reach readers in China.

- Foreign news outlets have spent millions of dollars in China in recent years, hiring journalists and Chinese-language translators and marketing their websites to local readers and global advertisers—only to see all but a handful of these sites blocked by China’s censors. Many of these foreign media companies have been re-evaluating their strategy in China for months, weighing what to cover and how to cover it, and questioning what should be translated into Chinese, while failing to make a profit.

- The *Times* has taken a different approach in recent months:
  - **Mirroring**: “mirror” sites scattered around the internet
  - **Using apps**: Articles are published on apps targeting the Chinese-language market
  - **Pushing news on social media**: publicize new articles on social media accounts
  - **Syndicating to local websites and newspapers**: domestic news outlets continue to purchase the rights to run *New York Times* stories, like QDaily
  - Mainland Chinese readers continue to read the *Times* (Chinese) and other blocked news and social media sites through VPNs; more than two years after the block, the *Times*’ online audience in China has rebounded, and is growing fast. “We’re now back to where we were before the restrictions set in October of 2012, and still growing,” with “millions” of unique users a month. Advertisers are showing interest again.
“It may appear that post-80’s youth have no particular ideology, and any belief system or ism is pretty far from their daily concerns. But they do react politically. They can manifest a defense of CCP leadership, enthusiastically support Western multi-party politics, or take part in patriotic activities. But the bottom line is their concern for their own benefits. …. It doesn’t matter which political system, so long as it can ensure their development it will gain their support, if it doesn’t, they will oppose it. They are increasingly worldly (世俗化).”

It is estimated that employment opportunities will be reduced, but already for the large majority their income does not meet their expectations. Housing prices and income inequalities cause more and more of them to be intensely dissatisfied with their income, especially those with low skills.
Actual Values Compared to Socially Sanctioned Values (N=1,168)

- **What Is Your Belief System?**
  - Buddhism: 17.3%
  - Christianity: 5.6%
  - Islam: 2.5%
  - Communism: 17.8%
  - Marxism-Leninism-Mao Thought: 7.7%
  - **No Belief System: 41.4%**

- The researchers interpreted the results as “a belief system crisis for society”

- **SOURCE**: Zhang Jianfeng, “Research on the Social Psychological Basis of the Socialist Core Value System Popularization from the Perspective of Political Science,” *China Youth Study*, No. 3, March 2012, p. 27. The study was conducted in three districts of Zhejiang province at the end of 2010.
Reasons Why University Students in China Choose a Profession (N=942)

- **Income**: 45%
- **Work Environment**: 24%
- **Interest**: 15%
- **Opportunities for Advancement**: 12%
- **Needs of Society**: 4%

**But**, graduates won’t take jobs considered beneath their status, regardless of high pay.

CHINESE YOUTH ATTITUDES TOWARD WESTERN ‘CULTURAL PENETRATION’

(N=629, FROM 33 CHINESE UNIVERSITIES) [Conducted by the Institute of World History, Chinese Academy of Social Sciences]

QUESTION 1: “ON THE ISSUE OF BELIEF SYSTEMS”
“STRIVE TO REALIZE COMMUNISM”:
“STRIVE FOR INDIVIDUAL SUCCESS”:
“DON’T KNOW”:
17.2% 72.7% 10.0%

QUESTION 2: “DO WESTERN VISUAL CULTURE PRODUCTS DIRECTLY OR INDIRECTLY PROPAGATE WESTERN POLITICAL CONCEPTS AND LIFESTYLES”?
“YES”:
“NO”:
“NOT CERTAIN”:
82.2% 11.6% 6.2%

QUESTION 3: “ON ATTITUDES TOWARD THE AMERICAN CULTURAL CONCEPTS BEING PROPAGATED BY AMERICAN VISUAL CULTURE”
“IDENTIFY WITH THEM”:
“DON’T IDENTIFY WITH THEM”:
“IT MAKES NO DIFFERENCE” (wusuowei)
51.2% 17.2% 31.7%

SOURCE: “Dui woguo qingnian xuesheng zai xinyang deng 21 ge zhongda wentishang de wenzhuan diaocha ji jianyao fenxi” [A Brief Analysis of Responses to a Survey Questionnaire on Belief Systems and 21 other Important Questions given by Young Chinese Students], in Lingdao canyue [Reference Reading for Leaders] No. 19, July 5, 2007, pp. 24-28. The title of the survey was “The Influence of Western ‘Cultural Penetration’ and our Countermeasures”.
Is “House of Cards” a Victory for China’s Soft Power? 
[“Democracy is so overrated”]
“How Could the American Ministry of Propaganda Allow this Show to Air?”

‘House of Cards' Breaks Barriers in China; Online Show, With a Major Beijing Plot Line, Airs Uncensored  *(WSJ, 2/19/14)*

- House of Cards embodies the corruption in American politics, says Chinese ambassador Cui Tiankai *(SCMP, 3/12/14)*,
- A *Financial Times* editorial (3/9/14) by Kurt Campbell, former US assistant secretary of state, asserts that many mainlanders are enamored of House of Cards because it portrays American politicians who may “echo something familiar in the modern Chinese experience [such as] the recent saga of Bo Xilai”
- Liu Yu, a liberal columnist for *Southern People Weekly*, says the show’s depiction of corruption is exaggerated; Washington politics are not nearly so simplistic.
- Members of China’s online microblogging community offered an alternate voice, and several criticized Cui for his comments.
- “Americans are such that they do not hide their drawbacks, and through debate, constantly compromise to improve their government,” one Sina Weibo commentator wrote. “They see the problems of their [government], and also recognize their own shortcomings.”
- “Of course there are issues with a two party system,” mused another blogger. “But a one party dictatorship can really harm people.”
我们没有阿凡达: 中国软实力危机
“We Don’t Have Avatar: The Crisis in Chinese Soft Power”
Cultural Industry Market Share

部分国家文化产业在世界文化市场中所占比例

Soap Reignites Korean Culture Boom in China
Yonhap News Agency, 3/11/14

- Although the drama has never been broadcast on China's major television networks, the 21-episode series has recently topped 3 billion views in total on the country's major Internet sites that show old TV episodes.


- Several Korean television shows such as "Where Are We Going, Dad?" "I am a Singer" "Superstar K" and "Hidden Singer" made big hits among Chinese viewers in recent months after Chinese networks produced their renditions of the shows.

- *My Love from Another Star* also sparked a craze in China for Korean-style fried chicken served with beer, after Jun was repeatedly shown eating the meal in the show.
Chinese officials debate why China can’t make a soap opera as good as South Korea’s [William Wan, Washington Post, 3/7/14]

• Well aware of the craze the drama has created in China, one committee of China’s CPPCC spent a morning bemoaning why China can’t make a show as good and as big of a hit.

• “It is more than just a Korean soap opera. It hurts our culture dignity” [CPPCC member]

• “Korean drama is ahead of us”; “The core and soul of the Korean opera is a distillation of traditional Chinese culture.” “It propagates traditional Chinese culture in the form of a TV drama.” [Politburo Standing Comm. Member Wang Qishan]

• At a meeting of delegates from the culture and entertainment industry, some blamed it partly on China’s censorship. Feng Xiaogang said: “My heart trembles” when waiting for a movie to go through this rigorous censoring procedure.
Ex-president Jiang urges Beijing to curb anti-corruption drive (1),
Financial Times, 3/31/2014

• Mr Jiang sent a message saying “the footprint of this anti-corruption campaign cannot get too big” in a warning to Mr Xi not to take on too many of the powerful families or patronage networks at the top of the party hierarchy.

• Former President Hu Jintao, who was replaced by Mr Xi a year ago, has also expressed reservations about the anti-corruption drive and warned his successor not to expand it too far, according to one person involved in executing the campaign.

• Mr Zhou was detained by Communist party investigators late last year along with hundreds of family members and allies throughout the security services, energy industry and political bureaucracy [Corrupt assets reported to be $14.5 billion].
Xi’s Anti-Corruption Drive (2)

• Mr Hu and Mr Jiang have been broadly supportive of the anti-corruption drive until now and both accepted Mr Xi’s decision to purge Mr Zhou, even though Mr Zhou was a Jiang ally for many years.

• Apart from concerns about attacks on their patronage networks, Mr Hu and Mr Jiang are worried that a campaign that lasted too long and was too harsh could erode support among the Communist party’s rank and file and threaten the stability of its rule.

• Mr Zhou’s corruption case has sent shockwaves throughout business and government bureaucracies. Since he stepped down a year ago, hundreds of officials and businessmen who owed their careers to him, includ. minister-level bureaucrats from the security services, state oil companies and the state asset administrator, have been detained on corruption charges.
Amid Corruption Crackdown, 10,000 Chinese Officials Want New Jobs

[Wall Street Journal China Real Time, 4/9/2015]

• More than 10,000 civil servants are looking to quit their jobs, according to an employment website; new sign-ups from government employees have spiked since late February.

• It isn’t the first sign that China’s civil service is no longer the holy grail for job seekers it once was. Last year, nearly a third of applicants dropped out of an opportunity to sit for the national civil service examination. Meanwhile last year, 16 of China’s 23 provinces reported declining registrations for the exam.

• President Xi Jinping’s war on corruption among officialdom has meant sharp curtailments on civil service perquisites. Government jobs are no longer as lucrative or cushy. Official cars for lower-ranking mandarins have been nixed. Gifts for civil servants, from alcohol to mooncakes, have become a target for graft-busters. Lavish funerals and weddings have also been targeted.

• The hottest new employment sectors, the report says, are Internet firms, property development, and finance and fund management.
The Economist, 1/25/2014: “Life is getting tougher for foreign companies; those that want to stay will have to adjust.”

- Rising costs requires a shift from growth to productivity.
- Tighter control from headquarters (GSK case)
- A one China policy no longer makes sense. Localize marketing and even product development.