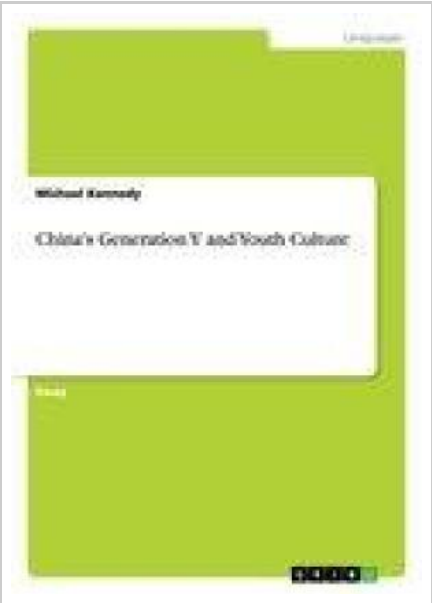

DOWNLOAD

China's Generation Y and Youth Culture

By Michael Kennedy

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...

READ ONLINE
[5.28 MB]

Reviews

Here is the best ebook i actually have go through until now. It really is simplistic but shocks within the fifty percent in the ebook. Your daily life period will probably be transform once you total reading this book.

-- ***Elaina Funk***

Comprehensive information for book fanatics. it had been writtern really completely and useful. I am happy to explain how this is the greatest publication i have read through in my very own life and can be he finest pdf for ever.

-- ***Virginie Collier I***