

The Hebrew University of Jerusalem

Syllabus

Class and Consumption in Contemporary China - 46109

Last update 29-08-2022

HU Credits: 2

Degree/Cycle: 1st degree (Bachelor)

Responsible Department: Asian Studies

Academic year: 0

Semester: 2nd Semester

Teaching Languages: Hebrew

Campus: Mt. Scopus

Course/Module Coordinator: Dr. Orna Naftali

Coordinator Email: orna.naftali@mail.huji.ac.il

Coordinator Office Hours: Wed., 10:00-11:00

Teaching Staff:

Dr. Orna Naftali

Course/Module description:

The course examines Chinese consumption patterns in different areas of life, while focusing on the interrelationship between consumer values and behaviors and the construction of class and social identities in contemporary China. The discussion will draw on studies in sociology and anthropology, consumer and marketing studies, and media and cultural studies

Course/Module aims:

To survey Chinese consumer habits in the areas of food, fashion and body care, child-rearing and education, leisure and travel, and media and popular culture, while considering the role of consumption in the shaping of social and class identities in China. The discussion will further look at Chinese government policies in the realm of consumption; the interplay between the 'global' and the 'local' in the shaping of China's consumer products, and the unique marketing challenges of foreign companies in China; the social and political dimensions of China's cashless economy; the flourishing of "counterfeit culture" and the rise of "green consumerism" in contemporary China.

Learning outcomes - On successful completion of this module, students should be able to:

- Provide an overview of Chinese government policies in the realm of consumption and social stratification since 1978
- Describe the main features of China's 'consumer revolution'
- Explain the role of consumption in the shaping of social and class identities in contemporary China
- Describe the consumption patterns of different social groups in China, along the lines of class, gender, and generation
- Discuss the interaction between globalization and localization processes in China's consumer market
- Write a final paper or seminar paper which offers a critical discussion of a key issue related to consumerism in China.

Attendance requirements(%):

80

Teaching arrangement and method of instruction: Lecture and seminar

Course/Module Content:

**Note: The following list is subject to change. Please consult the class website on the Moodle system for most updated information.*

- Introduction
- Why and how do we study consumer culture?
- Nationalism and Globalism in China's consumer markets
- Counterfeits and copycat culture
- popular culture
- Digital consumption
- Body, Health and Gender
- Food consumption
- Parenting and education
- Chinese Tourism
- Conclusion

Required Reading:

**The following list is subject to change. Please consult the class website on the Moodle system for most updated information.*

***List of Readings according to order of discussion:*

Yu, LiAnne. 2014. *Consumption in China: How China's New Consumer Ideology is Shaping the Nation*. Cambridge: Polity Press. "Introduction", pp. 1-28

Li, Hongmei. 2016. *Advertising and Consumer Culture in China*. Cambridge, UK: Polity Press. Ch. 4: "Branding Chinese Products: Between Nationalism and Cosmopolitanism", pp. 104-133

Fung, Anthony, Boris Pun, and Yoshitaka Mori. 2019. "Reading Border-Crossing Japanese Comics/Anime in China: Cultural Consumption, Fandom, and Imagination". *Global Media and China* 4(1): 125-137

Chong, Gladys Pak Lei. 2019. "Cashless China: Securitization of Everyday Life through Alipay's Social Credit System—Sesame Credit". *Chinese Journal of Communication*. Published Online First, pp. 1-18, <https://dx.doi.org/10.1080/17544750.2019.1583261>

Landsberger, Stefan. 2019. "Shanzhai & Creativity, Creativity & Shanzhai". In *Boredom, Shanzhai, and Digitisation in the Time of Creative China*, edited by Jeroen de Kloet, Chow Yiu Fai, and Lena Scheen. Pp. 217-223. Amsterdam: Amsterdam

Liu, Chen, Gill Valentine, Robert M. Vanderbeck, Katie McQuaid, and Kristina Diprose. 2019. "Placing 'Sustainability' in Context: Narratives of Sustainable Consumption in Nanjing, China." *Social & Cultural Geography* 20 (9): 1307-1324

Dubois, Thomas David. 2021. "Fast Food for Thought: Finding Global History in a Beijing McDonald's". *World History Connected* 18 (2): 1-13

Woronov, T.E. 2016. "'Model consumers': Beauty Bloggers, Everyday Experts, and Governmentality in Urban China." In David Bray and Elaine Jeffreys (eds.). *New Mentalities of Government in China*. Pp. 204-222. Abingdon, UK: Routledge

Lin, Xiaoshan. 2019.

"'Purchasing Hope': The Consumption of Children's Education in Urban China." *Journal of Chinese Sociology* 6 (8): 1-26.

Zhu, Jinsheng (Jason), David Airey, and Aranya Siriphon. 2021. "Chinese Outbound Tourism: An Alternative Modernity Perspective." *Annals of Tourism Research* 87: 1-11

Bao, Jigang, Xin Jin, and David Weaver. 2019. "Profiling the Elite Middle-Age Chinese Outbound Travellers: a 3rd wave?" *Current Issues in Tourism* 22 (5): 561-574

Additional Reading Material:

N/A

Course/Module evaluation:

End of year written/oral examination 0 %

Presentation 20 %

Participation in Tutorials 10 %

Project work 52 %

Assignments 0 %

Reports 18 %

Research project 0 %

Quizzes 0 %

Other 0 %

Additional information:

Class requirements:

-Submission of reading responses to select class materials (18%)

-A class presentation (20%)

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- Active participation in class discussion throughout the semester (10%)*
 - Final paper OR Seminar paper (52%)*

**Please note that the class presentation and submission of reading responses are required to pass the course, conditional on the grade received for each assignment.*