

EMERGING CHINESE YOUTH CULTURE AND GLOBALIZATION

Date: July 21, 2016

Time: 2:30PM

Place

SFU Harbour Centre
HC 2270 Sauder
Industries Policy Room
515 West Hastings Street
Vancouver

Reservation

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HOSTS:

SFU

- David See-chai Lam Centre
- Asia Canada program
- Global Communication M.A.
Double Degree Program
- Institute for Transpacific
Cultural Research

While the formation of Chinese youth culture is intertwined with the influx of global culture in China and youth's access to global culture from without, this lecture will discuss Dr. Fung's paper on an emerging formation of productive culture of the new generation in China that is also associated with the global culture, more specifically, Japanese comics / anime culture. Such production is a second degree of (re) production based on the cultural resources consumed (e.g. Japanese anime) in everyday life or what we called shanzhai. Based on shanzhai or second degree of reproduction of anime and cultural texts, on the digital space, Dr. Fung argues that Chinese youth are able to create an alternative discourse based on the existing controlling narratives of the society to challenge the dominant mainstream in their own youth space. This alternative is seen as something cloned or mimicked and it remains marginal in the eyes of the authorities, and thus it is able to stay intact, reproductive, and regenerative. Through social media and based on concrete examples, in the presentation, in this paper, Dr. Fung explores the implications of such second degree of cultural production for the Chinese society.



Speaker

Dr. Anthony Y.H. Fung is Director and Professor in the School of Journalism and Communication at the Chinese University of Hong Kong. He is also Professor in the School of Art and Communication at Beijing Normal University under the "Global Talents Scheme" and Chair Professor at Jinan University, China. His research interests and teaching focus on popular culture and cultural studies, gender and youth identity, cultural/creative industries and policy, and new media studies. He authored and edited more than 10 Chinese and English books. His recent books are *Global Capital, Local Culture: Transnational Media Corporations in China* (2008), *Riding a Melodic Tide: The Development of Cantopop in Hong Kong* (2009) (in Chinese), *Policies for the Sustainable Development of the Hong Kong Film Industry* (2009), *Imagining Chinese Communication Studies* (2012), *Melodic Memories: The Historical Development of Music Industry in Hong Kong* (2012) (in Chinese), *Asian Popular Culture: the Global (Dis)continuity* (2013) and *Chinese Youth Culture* (2017).