1. Record Nr. UNINA9910823079003321 Advertising and Chinese society: impacts and issues / / edited by Hong **Titolo** Cheng, Kara Chan [Frederiksberg, Denmark]:,: Copenhagen Business School Press Pubbl/distr/stampa Portland, OR: .: Distribution, International Specialized Book Services. . 2009 **ISBN** 9788763009995 87-630-9995-0 Edizione [First edition.] Descrizione fisica 1 online resource (315 pages) Disciplina 659.10951 Soggetti Advertising - Social aspects - China Advertising - China Lingua di pubblicazione Inglese Formato Materiale a stampa Livello bibliografico Monografia Includes bibliographical references and index. Nota di bibliografia Front Matter -- Front Cover -- Title Page -- Copyright Page --Nota di contenuto Contents -- Preface -- References -- Chapter 1. Advertising and Chinese Society: An Overview -- A Brief Profile of China -- History --History -- People -- Government -- Economy -- A Brief Profile of Advertising in China -- Yesterday and Today -- Yesterday and Today -- Advertising Media -- Advertising Industry Structure -- Advertising Control -- Chinese Consumers and Consumer Markets -- Changes in Consumer Behavior -- Changes in Consumer Behavior -- Increasing Brand Choices -- Changes in Cultural Values -- Conclusion --References -- Chapter 2. Advertising and Rising Consumerism in China -- Greater China -- Rising Economic Development -- Rise of the

Middle Class -- Rising Youth Market -- Rising Nationalism: Local vs. Global -- Share of Mind -- Culture is Everything: Localization of Campaigns -- Rising Consumer Awareness -- Understanding Local Culture Is Key to Success in China -- The Rise of Women as Big Spenders -- Advertising Agencies in China -- Mainland Chinese Shoppers Help with Hong Kong Economy -- Conclusion -- References -- Chapter 3. Chinese Consumers' Attitudes Toward Advertising -- Introduction -- Consumer Attitudes and Advertising -- Attitudes

Toward Advertising in General -- Chinese Consumers' Attitudes Toward

Advertising -- General Information of Advertising Exposure in China -- Chinese Young Consumers' Attitudes Toward Advertising -- Conclusions -- References -- (7 -- Acknowledgment -- Chapter 4. Cultural Values Reflected in Chinese Advertisements: A Critical Analysis -- The Case of China -- Culture -- Values -- Cultural Values -- Chinese Culture and Values -- Modernity -- Cultural Values in Chinese Advertising -- Summary and Conclusions -- References -- Chapter 5. Consumer Reactions to Global and Local Advertising Appeals in China -- Theoretical Considerations.

Advertising with Global vs. Local Appeals -- Data Collection and Analysis -- Global Appeals Are fiReadfl as Signsor Beauty, Status, and Cosmopolitanism -- Local Appeals Are fiReadfl as oking Chinese Cultural Values or Nationalistic feelings -- Discussion and Conclusion -- Interpretations and Implications -- References -- Appendix: Research Method -- Advertisements -- Advertisements -- Informants -- Procedures -- Analysis -- Chapter 6. Advertising Law and Regulation in China -- Introduction -- The Ideological front of Chinese Advertising Regulation -- The Administrative front of Chinese Advertising Regulation -- The Legislative front of Chinese Advertising Regulation -- Regulation on Advertising for Medical Products and Services -- Regulation on Tobacco Advertising -- Regulation on Alcohol Advertising -- Regulation on Advertising for food --Regulation on Advertising for Cosmetics -- Regulation on Advertising for Real Estate -- Regulation on Advertising Media -- Regulation on Children's Advertising -- Conclusion -- References --Acknowledgement -- Chapter 7. Confucianism, Trustworthiness, and Sex Appeal in Chinese Advertisements -- Introduction -- Sex Appeal and Advertising -- Spokesperson's Trustworthiness -- Sex, Confucianism, and Sex Appeal in Chinese Advertisements --Methodology -- Data Collection -- Analyses and findings -- Discussion and Conclusion -- References -- Chapter 8. Consumers' Response to Offensive Advertising in China -- Introduction -- Defining Offensive Advertising -- Chinese Culture and Social Relationships -- A Model on Social Relationships and Offensive Advertising -- Value Orientations --Perceptions -- Negative Perceptions -- Value Orientations and Perceptions -- Perceptions, Discuss Intention, and Purchase Intention -- Conclusion -- References -- Chapter 9. Symbolic Meanings of Advertisements in China -- Introduction.

Undressing the Symbolic Meanings in an Ad -- Analyzing Social Relationships in Advertisements -- The Surface Message of the Ad --The Advertiser's Intended Meaning -- The Symbolic Meaning of the Ad -- The Surface Message of the Ad -- The Advertiser's Intended Meaning -- The Social Meanings of the Ad -- Conclusion -- References -- Chapter 10. Public Service Advertising in China: A Semiotic Analysis -- Public Service Advertising and Social Marketing -- Public Service Advertising in China -- Chinese PSA's Characteristics -- PSA's functions in China -- Case Studies: A Semiotic Analysis of Chinese PSAs -- The foreign Nail vs. Chinese-Made Rocket PSA -- The foreign Nail vs. Chinese-Made Rocket PSA -- The School Desk PSA -- Conclusion --References -- Chapter 11. Model Images and Gender Representations in Chinese Advertisements -- Introduction -- Gender Images in International Advertising: Related Studies -- Gender Images in Ads in Shishang Cosmopolitan and Shishang -- Cosmopolitan and Shishang Esquire -- Model Images in Shishang Cosmopolitan vs. U.S. Cosmopolitan and Shishang Esquire vs. U.S. Esquire -- Model Images in Shishang Cosmopolitan vs. Shishang Esquire -- Discussion and Conclusion -- References -- Chapter 12. New Media Advertising and Its Social Impact in China -- Introduction -- Purpose of Study -- Literature

Review, Research Questions and Hypotheses -- Method -- Findings -- Conclusions and Discussion -- References -- Chapter 13. Advertising and Children in China -- Introduction -- Cognitive Development and Children's Understanding of Television Advertising -- A Study That Measures Chinese Children's Understanding of Television Advertising -- Children's Attention to Television Commercials -- Children's Liking of Television Commercials -- Children's Liking of Different Types of Commercials.

Children's Response Toward Their favorite Commercials and Most Disliked Commercials -- Children's Perceived Truthfulness of Television Commercials -- Children's Perception of Advertised and Non-advertised Brands -- Conclusion -- Acknowledgement -- References -- Chapter 14. Advertising and Adolescents in China -- Introduction -- Developmental Changes of Adolescents -- Chinese Culture and Adolescents -- Television Programming in China -- A Study of Youth Materialism in Urban China -- Materialism by Age Group -- Insecurity and Communication -- Exposure to Materialistic Models and Values -- Testing the Model -- Acknowledgements -- References -- Appendix -- Notes on Contributors -- Subject Index.