## CONTENTS

**PREFACE** · 13

**CHAPTER 1**  
**Advertising and Chinese Society: An Overview** · 23  
Hong Cheng

- A Brief Profile of China · 23  
  - History · 23  
  - People · 24  
  - Government · 25  
  - Economy · 25

- A Brief Profile of Advertising in China · 26  
  - Yesterday and Today · 26  
  - Advertising Media · 29  
  - Advertising Industry Structure · 31  
  - Advertising Control · 32

- Chinese Consumers and Consumer Markets · 33  
  - Changes in Consumer Behavior · 33  
  - Increasing Brand Choices · 33  
  - Changes in Cultural Values · 34

- Conclusion · 39  
- References · 39

**CHAPTER 2**  
**Advertising and Rising Consumerism in China** · 45  
Katherine T. Frith

- Greater China · 45  
- Rising Economic Development · 45  
- Rise of the Middle Class · 47  
- Rising Youth Market · 49  
- Rising Nationalism: Local vs. Global · 49  
- Share of Mind · 51
CHAPTER 3
Chinese Consumers' Attitudes Toward Advertising • 67
Wen-Ling Liu

Introduction • 67
Consumer Attitudes and Advertising • 67
Attitudes Toward Advertising in General • 69
Chinese Consumers’ Attitudes Toward Advertising • 70
General Information of Advertising Exposure in China • 72
Chinese Young Consumers’ Attitudes Toward Advertising • 73
Conclusions • 75
References • 80
Acknowledgment • 84

CHAPTER 4
Cultural Values Reflected in Chinese Advertisements: A Critical Analysis • 85
John C. Schweitzer

The Case of China • 87
Culture • 88
Values • 93
Cultural Values • 96
Chinese Culture and Values • 96
Modernity • 98
Cultural Values in Chinese Advertising • 100
Summary and Conclusions • 100
References • 101
CHAPTER 5
Consumer Reactions to Global and Local Advertising Appeals in China · 111
Nan Zhou and Russell W. Belk
Theoretical Considerations · 113
Advertising with Global vs. Local Appeals · 114
Data Collection and Analysis · 115
Global Appeals Are “Read” as Signs for Beauty, Status, and Cosmopolitanism · 116
Local Appeals Are “Read” as Evoking Chinese Cultural Values or Nationalistic Feelings · 124
Discussion and Conclusion · 128
Interpretations and Implications · 129
References · 132
Appendix: Research Method · 138
Advertisements · 138
Informants · 139
Procedures · 139
Analysis · 141

CHAPTER 6
Advertising Law and Regulation in China · 143
Zhihong Gao and Sion Kim
Introduction · 143
The Ideological Front of Chinese Advertising Regulation · 144
The Administrative Front of Chinese Advertising Regulation · 146
The Legislative Front of Chinese Advertising Regulation · 148
Regulation on Advertising for Medical Products and Services · 149
Regulation on Tobacco Advertising · 151
Regulation on Alcohol Advertising · 152
Regulation on Advertising for Food · 152
Regulation on Advertising for Cosmetics · 153
Regulation on Advertising for Real Estate · 153
Regulation on Advertising Media · 154
Regulation on Children’s Advertising · 155
Conclusion · 155
References · 157
Acknowledgement · 160
CHAPTER 7
Confucianism, Trustworthiness, and Sex Appeal in Chinese Advertisements · 161
Fang Liu

Introduction · 161
Sex Appeal and Advertising · 161
Spokesperson’s Trustworthiness · 163
Sex, Confucianism, and Sex Appeal in Chinese Advertisements · 163
Methodology · 166
Data Collection · 167
Analyses and Findings · 167
Discussion and Conclusion · 169
References · 170

CHAPTER 8
Consumers’ Response to Offensive Advertising in China · 175
Lyann Li

Introduction · 175
Defining Offensive Advertising · 176
Chinese Culture and Social Relationships · 178
A Model on Social Relationships and Offensive Advertising · 179
Value Orientations · 180
Perceptions · 180
Value Orientations and Perceptions · 183
Perceptions, Discuss Intention, and Purchase Intention · 185
Conclusion · 187
References · 188

CHAPTER 9
Symbolic Meanings of Advertisements in China · 191
Katherine T. Frith and Hong Cheng

Introduction · 191
Undressing the Symbolic Meanings in an Ad · 192
Analyzing Social Relationships in Advertisements · 193
The Surface Message of the Ad · 195
CHAPTER 10
Public Service Advertising in China: A Semiotic Analysis • 203
Hong Cheng and Kara Chan

Public Service Advertising and Social Marketing • 203
Public Service Advertising in China • 205
Chinese PSA’s Characteristics • 206
PSA’s Functions in China • 209
Case Studies: A Semiotic Analysis of Chinese PSAs • 209
  The Foreign Nail vs. Chinese-Made Rocket PSA • 212
  The School Desk PSA • 214

Conclusion • 217
References • 218

CHAPTER 11
Model Images and Gender Representations in Chinese Advertisements • 223
Hong Ji

Introduction • 223
Gender Images in International Advertising: Related Studies • 226
Gender Images in Ads in Shishang • Cosmopolitan and Shishang • Esquire • 228
Model Images in Shishang • Cosmopolitan vs. U.S. Cosmopolitan and Shishang • Esquire vs. U.S. Esquire • 229
Model Images in Shishang • Cosmopolitan vs. Shishang • Esquire • 233
Discussion and Conclusion • 240
References • 242