



Between Global and Local: Hybridized Discourses in Chinese Internet Advertising

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An Overview of My Presentation

- **Towards a globalization perspective of cultural transformations in contemporary China**
- **Investigating the patterns and the nature of global-local fusion in Chinese internet advertising**

Towards a Glocalization Perspective of Cultural Transformations in China

- The Liberal Perspective
- The Critical Perspective
- The Developmental Perspective—
glocalization: *focusing on the dialectical process between the global and local forces in cultural change and formation*

Existing Literature on Glocalization

- With accelerated global interactions, increasing attention has been paid to **the tension between cultural homogenization and cultural heterogenization**.

Robertson (1995) proposed the concept of **“glocalization”** to represent the interlocking duality of globalization and localization in cultural change and formation.

- The concept of **glocalization** is important and significant for it has **challenged the thesis of Western cultural imperialism** and overcome its limitations in emphasizing the development of cultural convergence and slighting the heterogenizing force of local cultures in the change process.

Principles of a Glocalization Perspective for studying Cultural China

- Attention to the issues of competition, conflict, and struggle between the global and the local
- Attention to understanding and explaining the patterns, the nature, the process as well as the product of hybridization between the global and the local
- Render our research in the service of cultural solidarity and prosperity of Cultural China

Patterns and nature of global-local fusion in Chinese internet advertising

BACKGROUND

- Globalization, Consumerism and the development of commercial popular culture in China
- Advertising and cultural representation



BUICK
Care
关怀中心

温情赛欧月
收获**3**重惊喜!

别克关怀健康中心
赛欧免费检测活动
八月一日至八月三十一日全国展开

光触媒

惊喜**1**

惊喜**2**

惊喜**3**

了解更多

凡活动期间,做免费检测的赛欧车主,即可享有"别克关怀"送出价值人民币500元的三重惊喜,机会难得,还不赶快行动,让您的赛欧焕然一新!

The Existing Literature on Globalization and Consumerism in China

- **“The Rise of a **Hungry** Nation”**
- Accelerated growth of advertising in China
(Total income of internet advertising in 2004:
¥ 300,000,000,000.)
- Advertising and consumerism in China
- **Increased westernization** in Chinese advertising

The Focus of the Present Study

- **The Rise of a Hybridized Nation**
- to examine the possible intertwinement between the global/western and the local/eastern/Chinese elements, in Chinese internet advertising and related cultural practice.

Concerns of Transnational/ Multinational Advertisers

- “Think global, act local” is the axiom for today’s global marketing and management
- The debates on globalization/standardization vs localization/adaptation

Glocalization & The Chinese Advertising Industry

Wang (2000): It is a process of glocalization, that of hybridization, a continuum of adaptation between the global and the local

3 possible scenarios of global-local fusion

Scenario 1: Where there is **strong globalization but weak localization**, entails ‘the production of similar kinds of subjects on a global scale’

Scenario 2: Represents a **more balanced correspondence between global and local elements.**

Scenario 3: Depicts a situation where, in Friedman’s words, ‘**the local assimilates the global into its own realm of practices meaning**’.

Different Processes of Cultural Hybridization

(from Scholars in Cultural Studies)

- **Physical hybridization** is represented by the co-presence of two different cultural traits or forms
- **Chemical hybridization**: assumes the emergence of a new synthetic culture that results from the combination of the formerly “pure” cultures and that it will be impossible to separate the component elements and to reverse the change.

The aims of the present study:

to investigate further:

- the possible patterns as representing the scenarios of global-local fusion in the discursive construction of Chinese advertising,
- the nature of the global-local fusion,
- the cultural trends of China these patterns of global-local fusion are reflecting and constructing.

Specific Research Questions:

- 1) What are the overall distribution and general characteristics of the global elements versus the local elements in the Chinese internet advertising?
- 2) What are the possible patterns as representing the scenarios of the global-and-local fusion in the discourse of Chinese advertising?
- 3) What is the nature of the hybridized discourses we have located in the Chinese advertising? Is it simply physical in nature? Or is it chemical in nature?

Dimensions for examining Global-Local Fusion

- **Value dimension**
- **Language dimension**
- **Visual dimension**

Elements to be examined for ***Value dimension***

- **Western vs Eastern Values**
(Cheng & Schweitzer, 1996)
- **Modern vs. Traditional Values** (see Zhang & Harwood, 2004)

欢天喜地对亲家

长安铃木全国总动员

有你，
才会喜上加喜



长安铃木



处处为您着想

喜



长安铃木



处处为您着想

一人买车，
两人有礼，
新老用户齐欢喜！

欢天喜地对亲家

活动全面启动！



奔腾动力，让尊荣成就起飞。



VOLVO S80 2.5T 2004,
全新启动，磅礴登场，仅献给少数成功者。



VOLVO
for life

Elements to be examined for ***Language dimension***

- English as the Global lingua-franca vs. Chinese: the Local language
- Brand name vs Slogan/Headline of an ad

東南汽車

 TEST 極地測試

黑龍江黑河 -30°C 冷車啟動 6.5 秒測試達成



人 性 化 科 技 **LIONCEL 菱帥**



人 性 化 科 技 **LIONCEL 菱帥**



東南汽車



Let's go white!

DARIO
TERIOS 特锐·激情



Let's go red!

DARIO
TERIOS 特锐·激情



 **TOYOTA**

Elements to be examined for ***Visual dimension***

- **Western vs Local Models & Celebrities**
- **Western vs Local Background Settings & Artifacts (including music)**

BUICK
Care
关怀中心

温情赛欧月
收获**3**重惊喜!

别克关怀健康中心
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八月一日至八月三十一日全国展开

光触媒

惊喜**1**

惊喜**2**

惊喜**3**

了解更多

凡活动期间,做免费检测的赛欧车主,即可享有"别克关怀"送出价值人民币500元的三重惊喜,机会难得,还不赶快行动,让您的赛欧焕然一新!

品味成功 品味生活



307



东风标致

307



东风标致

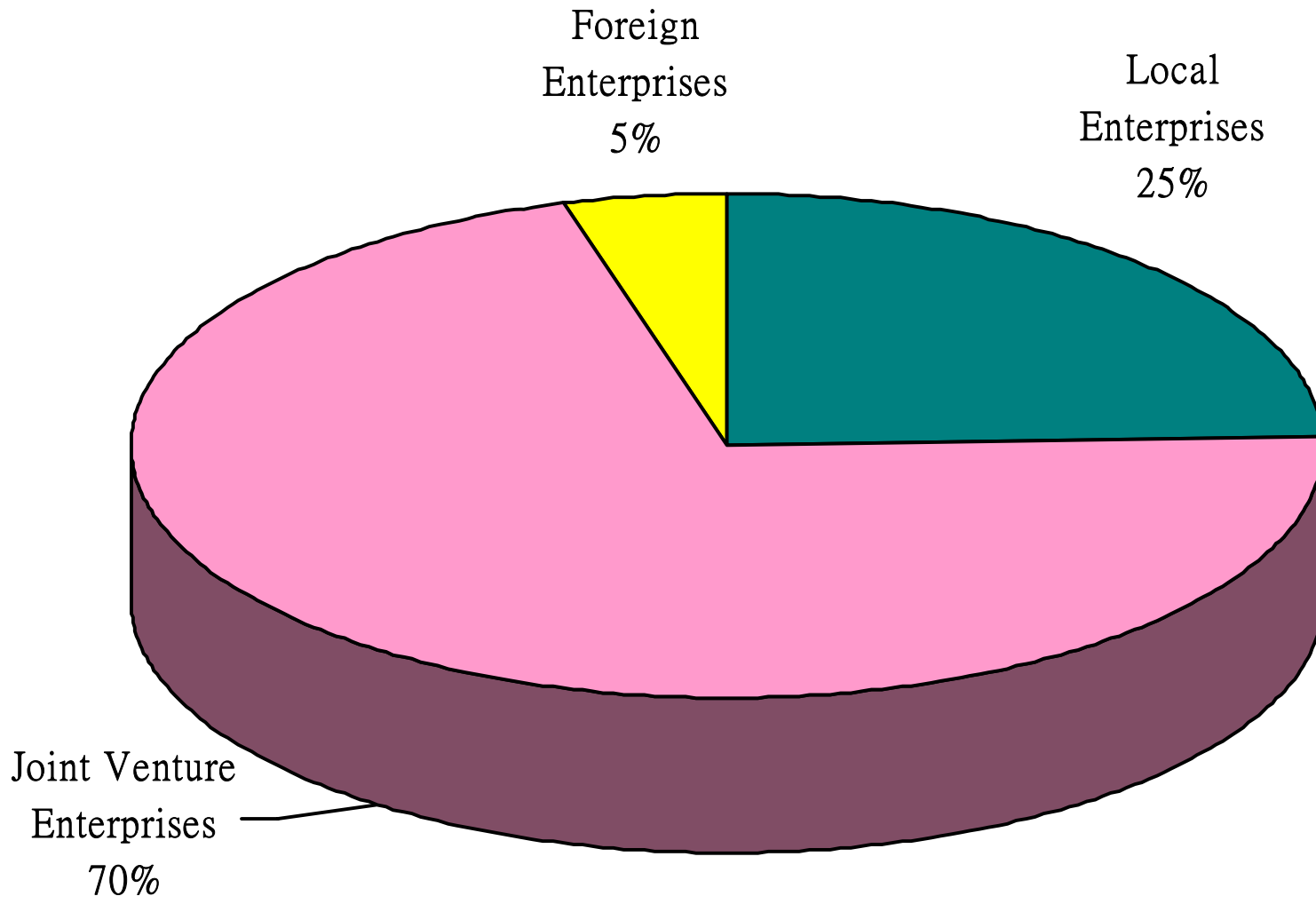
品味成功 品味生活

Sample for the Study

A total of 110 automobile banner advertisements from PRC were collected from the portals of Sina, Sohu and Tom in PRC.

All banner ads within a six-month period from August 2004 and January 2005 were collected.

Table 1 Product Origin of Collected Ads



RESULTS (1): Overall Distribution of Global and Local Elements

- 1. Value dimension: primarily global**
- 2. Language dimension: primarily local**
- 3. Visual dimension: does not differ much in the total percentage**
- 4. A mixture of both the global and the local in all dimensions**

Global value of “success/status” was intertwined with the local value of “family”

商 务 的 成 就

家 庭 的 温 馨

社 交 的 情 趣

多 功 能 轿 车 V I P 空 间

Illustrations for Global-Local Fusion in Language Dimension.....

NISSAN

“体验·阳光生活”

摄影作品网上评比

experience **SUNNY** life
photograph appraisal



Illustrations for Global-Local Fusion in Visual Dimension.....



一张, 一驰、



一发...

千钧!



凯越1.6L自排崭新启程

凯越1.8LDVD+遮阳帘版/HRV1.6L手排同步上市

新款新价格

**Illustrations for Global-Local Fusion as
represented in the different dimensions
of an ad.....**



Let's go white!

DARIO
TERIOS 特锐·激情



Let's go red!

DARIO
TERIOS 特锐·激情



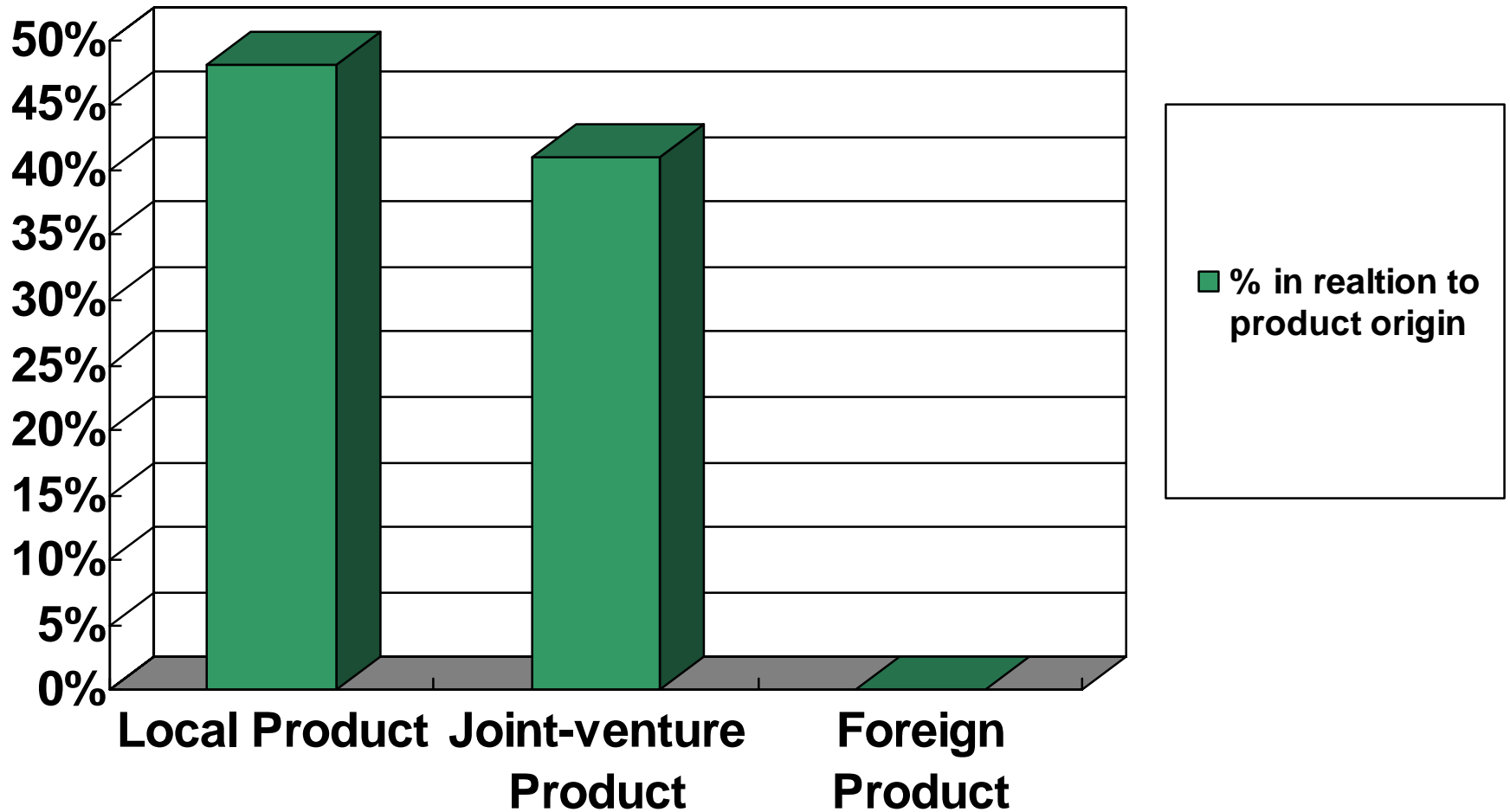
 **TOYOTA**

RESULTS (2):

Patterns of Global-Local Fusion as representing scenarios of glocalization

- 1. Most frequent pattern is Scenario 3: weak global but strong local**
- 2. Less frequent is Scenario 1: strong global but weak local**
- 3. Least frequent is Scenario 2: balanced correspondence between global and local**

Table 5 Distribution of Ads with Weak Global but Strong Local Appeals



Illustrations for Scenario 3

欢天喜地对亲家 长安铃木全国总动员

有你，
才会喜上加喜



CHANA

长安铃木



SUZUKI

处处为您着想



长安铃木



SUZUKI

处处为您着想

一人买车，
两人有礼，
新老用户齐欢喜！

欢天喜地对亲家 活动全面启动！



Illustration for Scenario 3

BUICK Care

温情赛欧月
收获**3**重惊喜!

别克关怀健康中心
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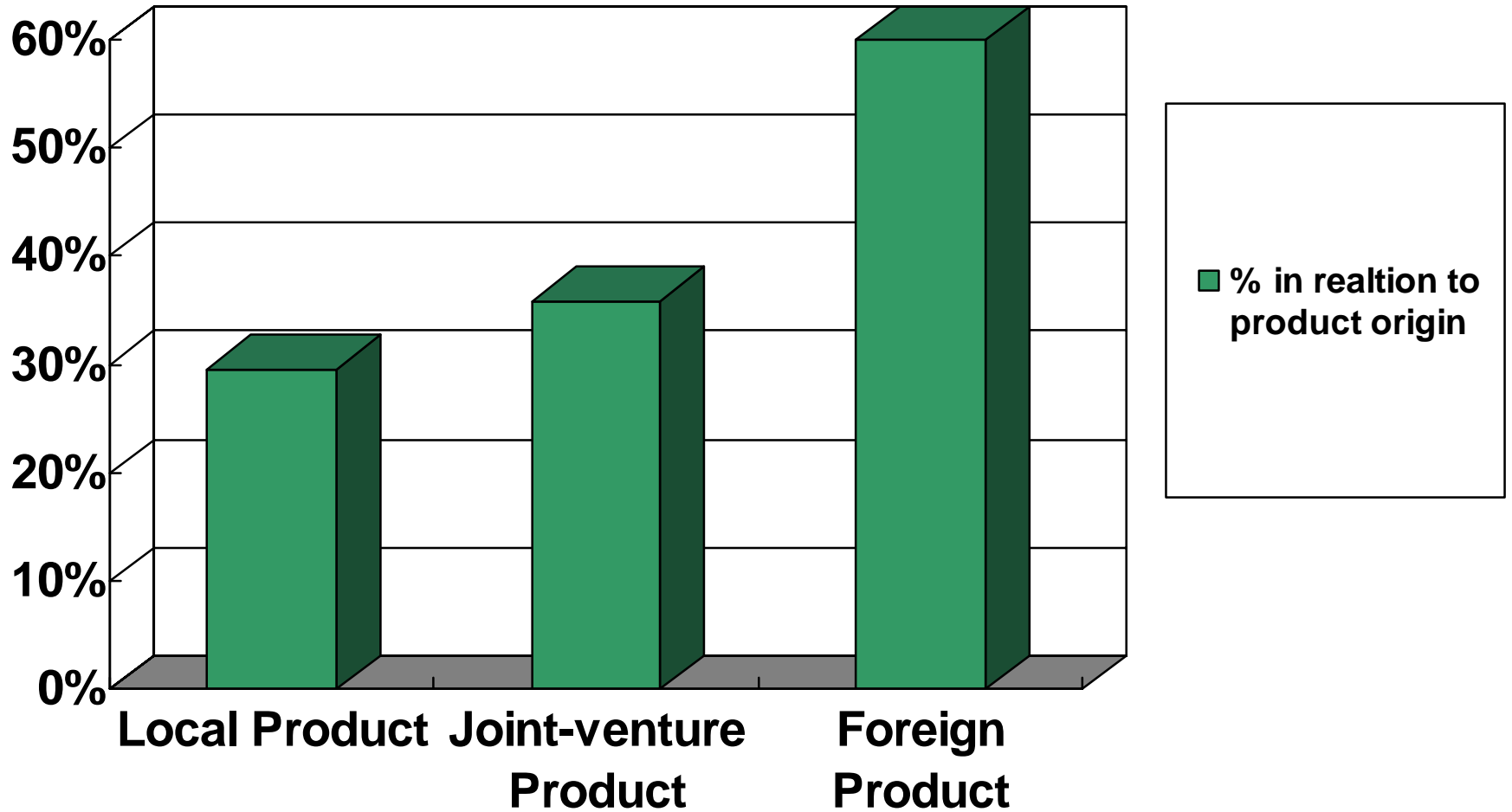
了解更多

凡活动期间, 做免费检测的赛欧车主, 即可享有“别克关怀”送出价值人民币500元的三重惊喜, 机会难得, 还不赶快行动, 让您的赛欧焕然一新!

Illustrations for Scenario 3



Table 6 Distribution of Ads with Strong Global but Weak Local Appeals



奔腾动力，让尊荣成就起飞。



VOLVO S80 2.5T 2004,
全新启动，磅礴登场，仅献给少数成功者。



VOLVO
for life

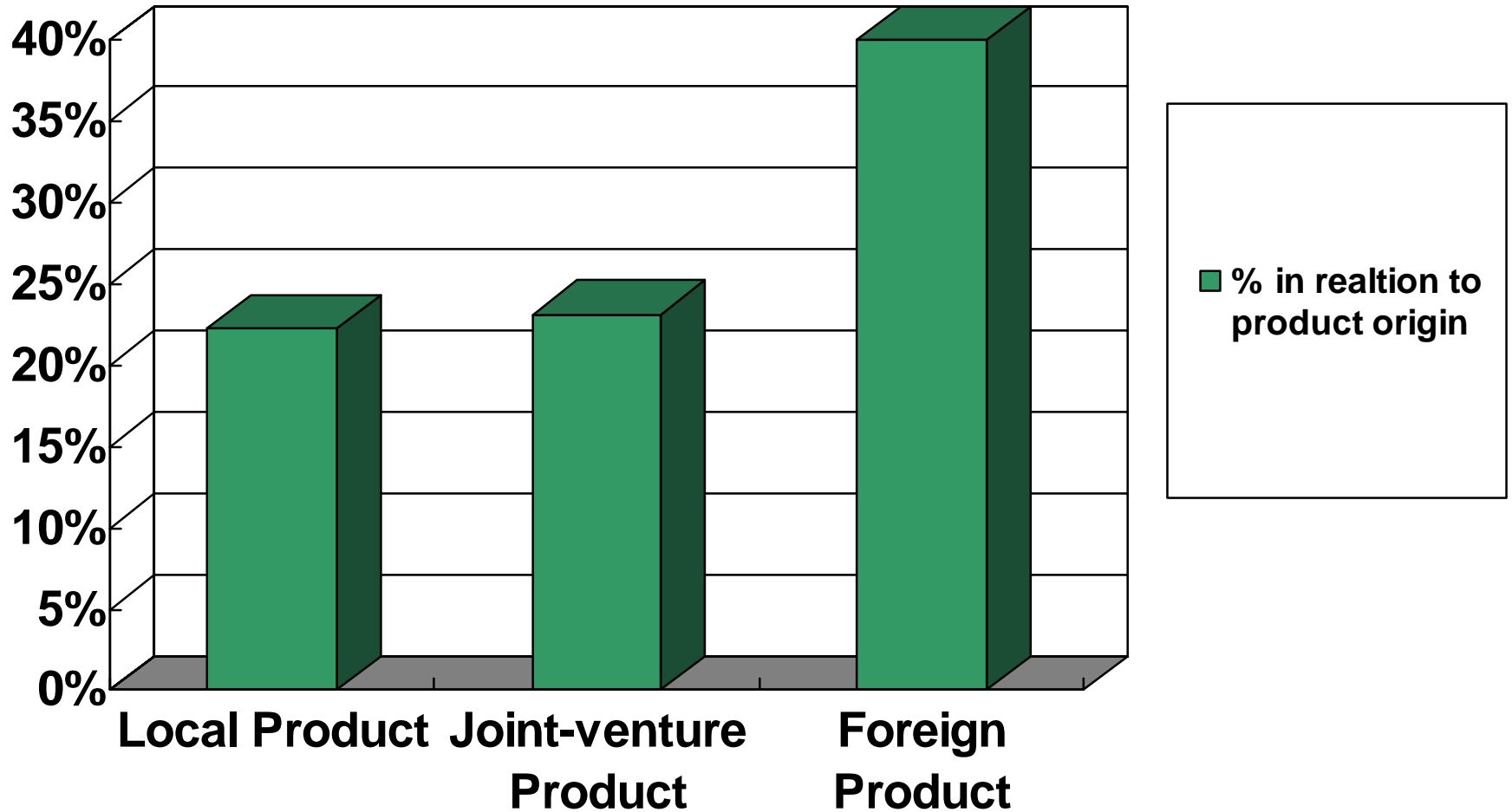
Scenario 1

品味成功 品味生活



品味成功 品味生活

Table 7 Distribution of Ads with Balanced Global and Weak Local Appeals



Scenario 2



Let's go white!

DARIO
TERIOS 特锐·激情



Let's go red!

DARIO
TERIOS 特锐·激情



 **TOYOTA**

東南汽車

 TEST 极地测试

黑龙江黑河 -30°C 冷车启动 6.5 秒测试达成



人性化科技 **LIONCEL 菱帅**



人性化科技 **LIONCEL 菱帅**



東南汽車

SOUFAST

Patterns of global-local fusion in Chinese advertising

Apparently, in China today, we cannot speak of global without local, and vice versa.

Nonetheless, what is the nature of these hybridized discourses we have located in the Chinese advertising? And what cultural trends of China do these hybridized discourses are reflecting and constructing?

Physical vs Chemical Hybridization in Cultural Studies

- **Physical hybridization** is represented by the co-presence of two different cultural traits or forms
- **Chemical hybridization**: assumes the emergence of a new synthetic culture that results from the combination of the formerly “pure” cultures and that it will be impossible to separate the component elements and to reverse the change.

More Questions to Be Answered:

- 1) What is the nature of the hybridized discourses we have located in contemporary China? Is it simply physical in nature—the co-presence of two different cultural traits or forms? Or is it chemical in nature—producing a new synthetic discourse based on which further hybridization and change can take place?
- 2) How are physical hybridization vs chemical hybridization represented in the discursive practice of contemporary Chinese advertising?

Defining Physical Hybridization

In the **value dimension**, **physical hybridization** can be seen in:

- The promotion of the global value versus that of the local value being distributed separately in different ads

奔腾动力，让尊荣成就起飞。



VOLVO S80 2.5T 2004,
全新启动，磅礴登场，仅献给少数成功者。



VOLVO
for life

为雅典运动会
中国军团

助威

猎豹飞腾



猎豹飞腾

都市越野车

Defining Chemical Hybridization

In the **value dimension**, **chemical hybridization** can be seen in:

- An integration of both the global and the local values in an ad, e.g.,
一人尊貴, 全家受惠
“Elegance for one individual, benefits for the whole family”

Defining Physical Hybridization

In the **visual dimension**, **physical hybridization** can be seen in:

- The use of the global element versus the local element being distributed in different ads, e.g.,

Scenario 1

品味成功 品味生活



品味成功 品味生活

Illustrations for Scenario 3

欢天喜地对亲家 长安铃木全国总动员

有你，
才会喜上加喜



长安铃木



处处为您着想



长安铃木



处处为您着想

一人买车，
两人有礼，
新老用户齐欢喜！

欢天喜地对亲家 活动全面启动！



Defining Chemical Hybridization

In the **visual dimension**, **chemical hybridization** can be seen in:

- An integration of both the global and the local elements within an ad, e.g., *a local model dressed in global/western outfit*

Defining Physical Hybridization

In the **language dimension**,
physical hybridization can be
seen in:

(not only in the distribution of English
versus Chinese in different ads,)


- Bilingual parallel text drafting
- Absence of grammatical integration

Bilingual parallel text

何 处有买汽车、拖拉机
摩托车……，

请 到 ?

Where can we get auto-
mobiles, tractors, moto-
cycles?

 上海汽车拖拉机销售服务公司 上海汽车贸易公司
Shanghai Automobile and Tractor Sales and
Service Corporation
Shanghai Automobile Trade Corporation

公司地址：上海武康路390号 电话：379892 电报：0912 电传：33146 STAC CN
业务洽谈：上海威海路470-471号 电话：530249, 582370 电报：6560

Bilingual parallel text

江苏牌系列客车

JIANGSU BRAND LIGHT BUS SERIES

江苏省扬州客车制造厂是交通部生产公路客车的骨干企业，是“七五”期间国家重点技术改造厂家之一。主要产品有JT663型长途客车、团体客车、空调旅游客车；JT662型长途客车及JS1014H型高级旅游车，产品畅销全国各地，深受用户欢迎。

JT663型公路客车，采用JKD-1型客车专用底盘，造型美观、乘坐舒适，1984年荣获江苏省优质产品称号，1985年荣获交通部重大科技成果一等奖、国家级技术进步三等奖。

JT663LK型旅游客车装有空调设备，可调式航空座椅和立体声收放机，1983年荣获国家经委优秀新产品金龙奖。

JT663B型公路客车采用了矩形管型材骨架，张拉应力焊接蒙皮等新材料、新工艺，车内采光合理、视野开阔，是长途客运、旅游、企事业单位的理想新型车辆。

JS1014H型高级旅游车，采用发动机后置，液压力转向等先进结构，并配有空调设备、闭路电视、双声道立体收放机及立体声耳机，该车内饰豪华、色调柔和、舒适优雅。1985年荣获交通部展品金奖，是观光旅游的最佳车辆。

Yangzhou Bus Production Plant of Jiangsu province is a key manufacture under the Ministry of Communications for production of highway buses. It's one of the focal point plants of technological innovation by the state during the Seventh Five-year plan. It's major products include Model JT663 coach, bus, for group air conditioned tourist bus and Model JT662 coach and Model JS1014H high-grade tourist bus. They are well sold throughout the country.

Model JT663 highway bus utilizes special chassis of Model JKD-1 bus, with beautiful shape and comfortable seats, and was awarded the title of Superb Product by Jiangsu province in 1984 and the title of Superb Product, the First Grade Prize of major achievements of science and technology by the Ministry of Communications and the Third Grade Prize of technological progress by the state in 1985.

Model JT663LK tourist bus is fitted with air conditioner, controllable high-back chairs and stereo radio-tape player. It was awarded the Golden Dragon Prize for excellent new product from the National Economy Committee in 1983.

Model JT663B highway bus uses new materials and new processes such as rectangular pipe framework and tensile stress welded envelope. There is much lighting and a wide vision inside the bus. It's a satisfactory new-type vehicle for long-distance passengers, tourist enterprises and institutions.

Model JS1014H high-grade tourist bus makes use of advanced structures: the engine at the back and the hydraulic control of direction. It is equipped with air conditioner, closed-circuit television, stereo radio-tape player with stereo earphones. The bus is luxuriously decorated with soft colour and comfortable chairs. It was awarded the Golden Cup Prize of exhibits by the Ministry of Communications in 1985. It's the best vehicle for sightseeing and touring.

江苏省扬州客车制造厂
Yang Zhou Bus Production Plant

Defining Chemical Hybridization

In the **language dimension**,
chemical hybridization can be
seen in:

- Bilingual/multilingual mixing
- Grammatical integration of the global and local elements

东风 HONDA

略高一筹全新境界

Get a New View!

略高一筹全新境界

Defining Chemical Hybridization

MORE ILLUSTRATIONS FOR Chemical hybridization in the language dimension

- 沒有McDonald的Morning, 就唔係Good Morning!
“without McDonald’s morning, it won’t be Good
Morning.”
- **Fantastic!**
[fantastik]

Conclusion

**Pay attention not just to
“The Rise of a Hungry Nation”,**

But also to:

The Rise of a Hybridized Nation

- From physical hybridization to chemical hybridization
- From discursive appropriation to discursive reinvention

THANK YOU!

ANY QUESTIONS?

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