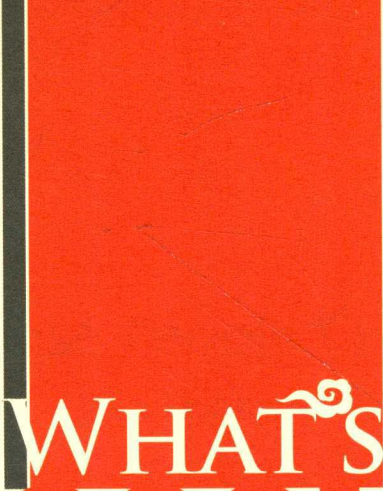


WHAT'S COOL IN CHINA

By
Kang Tao Huang Haiyan



FOREIGN LANGUAGES PRESS



WHAT'S
COOL
IN CHINA

By
Kang Tao Huang Haiyan



FOREIGN LANGUAGES PRESS

First Edition 2007

Home Page:

<http://www.flp.com.cn>

E-mail Address:

info@flp.com.cn

sales@flp.com.cn

ISBN 978-7-119-05163-5

©Foreign Languages Press, Beijing, China, 2007

Published by

Foreign Languages Press

24 Baiwanzhuang Road, Beijing 100037, China

Distributed by

China International Book Trading Corporation

35 Chegongzhuang Xilu, Beijing 100044, China

P.O. Box 399, Beijing, China

Printed in the People's Republic of China

图书在版编目 (CIP) 数据

中国时尚热点: 英文 / 康涛, 黄海燕 编著.

—北京: 外文出版社, 2007

ISBN 978-7-119-05163-5

I. 中... II. ①康... ②黄... III. 社会生活—概况—中国—英文
IV. D669

中国版本图书馆 CIP 数据核字 (2007) 第 174941 号

英文翻译: 解圣哲 欧阳伟萍 曲 磊

英文审定: Kris Sri 徐明强

责任编辑: 杨春燕 杨 璐

装帧设计: 黎 红

印刷监制: 张国祥

图片提供: 康 涛 周 宇

国务院新闻办公室图片库

中国时尚热点

康 涛 黄海燕 著

© 外文出版社

出 版:

外文出版社出版 (中国北京百万庄大街 24 号)

邮政编码 100037

外文出版社网址: www.flp.com.cn

外文出版社电子信箱:

info@flp.com.cn, sales@flp.com.cn

印 刷:

北京外文印刷厂

发 行:

中国国际图书贸易总公司发行 (中国北京车公庄西路 35 号)

北京邮政信箱第 399 号 邮政编码: 100044

2007 年 (小 16 开) 第 1 版

2007 年第 1 版第 1 次印刷

(英)

ISBN 978-7-119-05163-5

04500

17-E-3857P

Contents

- Backpackers: I Walk This Wide World
...6...
- Blog: A Journey into a Person's Heart
...10...
- "Card" Consuming:
How Much Cash Is in Your Wallet?
...14...
- Collecting: Symbol of a Flourishing Age
...18...
- Dancing Then and Now
...22...
- Falling the Deepest and Soaring the Highest
– Extreme Sports for Young People
...28...
- Group Purchase: "I Am Not Alone"
...34...

Contents

Growing Up with “Mega Movies”

...38...

Guoxue Fever: The Latest Intellectual Fad

...42...

“I Love Soap Operas”

...46...

Last Images: Watchers of the Old City

...50...

Listening to *Xiangsheng* (Crosstalk) at Tianqiao:

Reviving a Grassroots Performance Art

...54...

Living as Avant-garde and Alternative

– Residents in Artist Villages

...60...

Meeting at Museums

...64...

Contents

Mobile Phone:

Afloat Between Pragmatism and Fashion

...70...

My DV:

“Freedom of Expression” for Ordinary People

...74...

Online Shopping “C2C”

...78...

Paperless Reading: Forget Bookstores!

...82...

Private Cars Speed Up Life

...88...

Private Cuisine: Dining Differently

...92...

798 Factory: Cutting-edge Artists

...96...

Contents

SMS Messaging:

The Crazy Life of the “Thumb Generation”

...102...

Talking by Hand: QQ and MSN

...106...

Tea and Coffee: Not Merely Spice of Life

...112...

Traveling to Tibet by Train

...118...

Volunteers: Bringing the World Closer

...124...


Web Writers: Tapping Keyboards, Cashing in

...128...

Wisdom Deserves Recompense:

Leave Professional Jobs to Professionals

...134...



Preface


Chinese People Chased by Trends

China has an old saying, “to chase after trends.” However, in today’s China, this aphorism needs to be revised. For most Chinese people, what’s fashionable actually “chases after” them.

In the past, trends tended to “sneak” into the Chinese people’s lives; they were always first accepted and enjoyed by a coterie and then picked up by most ordinary people. Nowadays, the latest trends seem to just jump into your life before you realize it, and you simply can’t say no.

The Chinese people no longer need “to chase after trends”; even if those who are usually rather unhurried could be pushed forward by fashion.

“Fashionable” or “cool” is no longer a synonym for “being different,” nor an unattainable lifestyle. It’s everywhere around you. As new technologies and new concepts change people’s lives, the mysteries of “cool” are also being unveiled. As long as a cool trend makes life easier, the Chinese people are usually willing to try it.



Contents

- Backpackers: I Walk This Wide World
...6...
- Blog: A Journey into a Person's Heart
...10...
- "Card" Consuming:
How Much Cash Is in Your Wallet?
...14...
- Collecting: Symbol of a Flourishing Age
...18...
- Dancing Then and Now
...22...
- Falling the Deepest and Soaring the Highest
– Extreme Sports for Young People
...28...
- Group Purchase: "I Am Not Alone"
...34...

Contents

Growing Up with “Mega Movies”

...38...

Guoxue Fever: The Latest Intellectual Fad

...42...

“I Love Soap Operas”

...46...

Last Images: Watchers of the Old City

...50...

Listening to *Xiangsheng* (Crosstalk) at Tianqiao:

Reviving a Grassroots Performance Art

...54...

Living as Avant-garde and Alternative

– Residents in Artist Villages

...60...

Meeting at Museums

...64...

Contents

Mobile Phone:

Afloat Between Pragmatism and Fashion

...70...

My DV:

“Freedom of Expression” for Ordinary People

...74...

Online Shopping “C2C”

...78...

Paperless Reading: Forget Bookstores!

...82...

Private Cars Speed Up Life

...88...

Private Cuisine: Dining Differently

...92...

798 Factory: Cutting-edge Artists

...96...

Contents

SMS Messaging:

The Crazy Life of the “Thumb Generation”

...102...

Talking by Hand: QQ and MSN

...106...

Tea and Coffee: Not Merely Spice of Life

...112...

Traveling to Tibet by Train

...118...

Volunteers: Bringing the World Closer

...124...

Web Writers: Tapping Keyboards, Cashing in

...128...

Wisdom Deserves Recompense:

Leave Professional Jobs to Professionals

...134...



Backpackers: I Walk This Wide World

On the web, backpackers are jocularly referred to as “Lüyou” (“donkey” companions) by the Chinese. The nickname apparently derives from two Chinese characters 旅 (lǚ, 3rd tone, “travel”) and 驴 (lǘ, 2nd tone, “donkey”) with similar pronunciation. Such “donkey” companions, who carry cameras and take pictures along their journey, are also called “seyou” (“color” companions), because 摄 (shè, photograph) and 色 (sè, color) also sound similarly.

While on the road, backpackers have their own travel quirks:

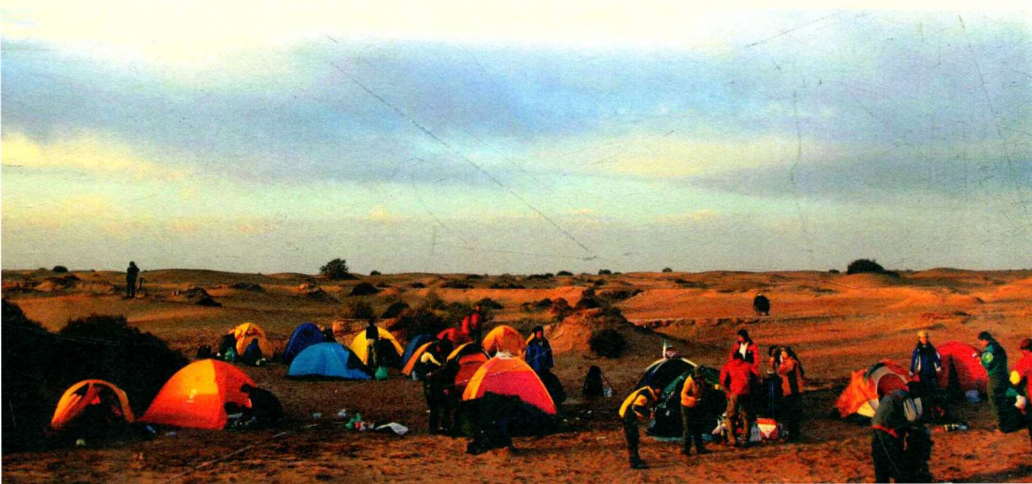
- a) They never venture out in tour groups organized by travel agencies.
- b) They never tour in big cities. They especially like to seek out the most pristine spaces in the wilderness. Places such as mountainous climes in Tibet, Guizhou and Sichuan and the Gobi Desert in northwest China, which ordinary tourists never even think of, are their favorite destinations.
- c) They enjoy living in IYHF hostels. Backpackers find these youth hostels more to their liking. They are places where they can usually stay alone and travel independently from. If they want a companion, they can put up



the information on the web or nail a note on a bulletin board at the hostel. If they seem to get on with whoever responds, they wend their way together, despite having never met each other before. Backpackers even have their own maxim: "Take nothing except pictures, and leave nothing except footprints." Well, that truly sounds ecological.

Backpackers travel in a variety of ways. Some drive their own cars. Some hitchhike. Some rent cars together. They travel by plane, train, car, or whatever means of transport costs the least.

There are both "professionals" and "amateurs" among these "donkey companions." "Professionals" travel for a living – among the most well-known being Song Xiaonan, nicknamed "No. 1 Chinese Traveler"; Liu Yutian, a donkey who is a little bit "jumpy"; and, of course, Yu Chunshun, a famous character no longer with us. Most amateurs are well-off urban white-collar types who became bored with urban life. They travel all around the world every year whenever they have some leisure time, which people often consider "petty bourgeois." Professionals often feel hard to get back to their lives once they make it out there. They sometimes have difficulty readjusting to normal social life. "Amateurs" are more realistic – backpacking is simply



backpacking, and life goes on as normal when they return home. They will once again kill their nights in bars, drink their coffee and work in their offices. They might have been hiking in the mountains in outdoor gear yesterday, but the next day they are in their suits appearing in their office buildings. Yet a little later, and they might pack their backpacks once again and take off on their leisurely trips to the wilderness.

There is a Chinese saying: "You must travel 10,000 miles or read 10,000 volumes of books to be wise." While to read 10,000 volumes of books might be a tiring job, the backpackers choose to practice this axiom by traveling 10,000 miles.

Mother Nature is also a book, one that is most fascinating and most challenging.

Tips:

"Youth Hostel" is an international NGO service organization that provides a series of facilities to young people traveling on their own, such as discount cards for tickets and transportation, and also cheap places to sleep. This agency runs hostels in various locations worldwide. Most of its services are open to all kinds of people, though some are only provided to youth. Many youth who are not so well-off but love to travel go to youth hostels for accommodation and assistance wherever they travel. Young backpackers make up the majority of the clientele served by youth hostels, which feature dormitory-type rooms. Four or more people share a room or sleep in bunk beds, thus the cost is much cheaper than nearby hotels. The traveler can get a personal locker and share a kitchen to make some simple food. Most of these hostels also provide convenient transportation. At present there are 109 youth hostels in major cities and tourist attractions in China.