

IN THE RED

On Contemporary Chinese Culture

Geremie R. Barmé

COLUMBIA UNIVERSITY PRESS

NEW YORK

CONTENTS

Introduction: A Culture in the Red	ix
Acknowledgments	xxi

CHAPTER ONE

The Chinese Velvet Prison	1
---------------------------	---

CHAPTER TWO

An Iron Fist in a Velvet Glove	20
--------------------------------	----

CHAPTER THREE

Traveling Heavy	38
-----------------	----

CHAPTER FOUR

The Apotheosis of the <i>Liumang</i>	62
--------------------------------------	----

CHAPTER FIVE

The Graying of Chinese Culture	99
--------------------------------	----

CHAPTER SIX

Consuming T-shirts in Beijing	145
-------------------------------	-----

CHAPTER SEVEN

Packaged Dissent	179
------------------	-----

CHAPTER EIGHT

Artful Marketing	201
------------------	-----

CHAPTER NINE

CCP™ & Adcult PRC 235

CHAPTER TEN

To Screw Foreigners Is Patriotic 255

CHAPTER ELEVEN

Kowtowing to the Vulgar 281

CHAPTER TWELVE

Totalitarian Nostalgia 316

POSTSCRIPT

Springtime in Beijing 345

APPENDIX

Screw You, Too 365

Notes 379

Glossary 475

Index 485