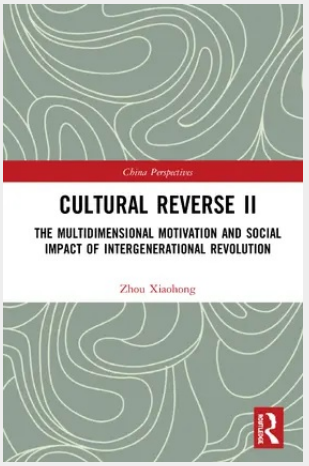
Zhou

Cultural Reverse

The Multidimensional Motivation and Social Impact of Intergenerational Revolution

The book proposes a new academic concept, "Cultural Reverse" (????), referring to the phenomenon that the older generation started to learn from the younger generation since the 1980s in China, and analyzes the multiple causes and social impacts of this trend. Following on from the first volume, this second volume further analyzes the multiple causes of cultural reverse, including rapid social change, the influence of peer groups, and the impact of the media. Then, in a broader context, the author discusses the complex interdependence of and conflict among the state, society and youth. He tells a story of the transformation of Chinese youth over the past hundred years, and names this "one-place" (fast-changing China) and "one-time only" (unrepeatable) phenomenon "China feeling". The innovative content of the book pushes the barriers of the academic field. Scholars of Chinese sociology and general readers interested in contemporary Chinese society will find this book to be essential.



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