

**POST-PANDEMIC CHINESE
POPULAR CULTURE
EXPORTS**

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Executive Summary

1. China's Council of Foreign Relations defined the concept of soft power as the use of state funds to shape China's image abroad. This definition covers areas such as Chinese animation, music, film and food culture (often collectively classed under the rubric of creative goods or products).
2. In the gaming industry, the United States and China are engaged in both commercial competition and cooperation in the creation of video games. The two countries have instances of cultural cross-pollination as well, especially when it comes to the export of cultural products to the other side.
3. Globalisation has encouraged glocalisation where global popular cultural strains (especially those from the West such as hip hop and electronic music) are received/interpreted according to local understanding and eventually integrated into Chinese popular cultural music.
4. Cultural localisation in China in 2023 had moved beyond utilising Chinese elements to integrating Chinese cultural memory and lifestyle into the music.
5. By integrating local musical instruments, chord structures and various cultural features into local music, stakeholders in localisation and hybridisation of Chinese music is originating a unique musical style that forms the genesis for the future hybrid evolution of the Chinese musical industry.
6. The overview of the current post-pandemic state of Chinese popular cultural exports appear to hinge upon more hybridised productions like *The Monkey King*, *Émigré*, *The Rap of China* and others to score more hits with global audiences, especially those in the West.
7. While Chinese youths' angst is not the same as those from the West, the Chinese do share the same dislocation with contemporary lifestyles and the hope for a better life.

8. The globalisation of Chinese pop culture has much to do with the internet. Online communities not only break down the language barrier but also help new audiences navigate and understand the cultural context.
9. The Netflix platform, team-ups with virtual reality vocaloids, successful dissemination of catchy tunes from Tik Tok and so on point the way for more intense use of advanced digital technologies in distributing popular cultural products.
10. Several factors drive Chinese pop culture exports, including the desire to create a positive image of China overseas and gain more diplomatic friendships (cultural diplomacy), and the motivation to capture a sizeable portion of the global cultural export market and disseminate knowledge about the complexities of Chinese culture like food history.