Abstract:

Chinese and American television advertising are compared in terms of the cultural values they reflect. The study tests the proposition that Chinese TV commercials are more likely to use utilitarian and Eastern cultural values than US advertising. Content analysis of 1,105 Chinese and American advertising reveals eight dominant cultural values in these commercials. Chinese commercials tend to reflect the values of 'family,' 'technology' and 'tradition,' while US commercials tend to manifest the values of 'enjoyment,' 'individualism' and 'economy.' The values of 'modernity' and 'youth' are found to be common in both countries. These findings do not support the hypothesis that Chinese advertising reflects more utilitarian cultural values, but support the proposition that they use more Eastern cultural values than US commercials.

Source Citation