

Preserving the Authenticity of Chinese New Year

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Generational Highlights

1960s: Government Decorations & Rations



1970s: Return of Entertainment & Use of Money



1980s: Variety of New Year Foods & First Spring Festival Gala



1990s: Buying Food & Travel Rush



21st Century Trends

Online Shopping – food, couplets, lanterns



Virtual Red Envelopes via WeChat

Purpose: explore the changes in CNY & its implications

Social Significance: point out schisms in Chinese society as a result of modernization

Conclusion: cultural traditions are not lost but simply changed

Sources: Western and Chinese news outlets, social media blog posts & websites

Travel Overseas

CCTV Spring Festival Gala

