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Youth in Contemporary China
Premier Wen Jiabao attended the Opening Ceremony of EU–China Year of Youth on February 23rd afternoon at Capital Museum together with over 500 Chinese and European youth representatives and EU envoys in Beijing. The hall was vigorous and youthful and full of cheers and laughter. Inaugurating the official website of EU–China Year of Youth, Wen said ‘This is the first theme year jointly sponsored by China and the EU since we established diplomatic relations, and it is also the first China–EU cultural exchange event on such a grand scale. The two “firsts” coincide with a youth event, indicating a more dynamic and promising China–EU relationship.’

He added that China and EU are in a critical period of deepening cooperation at present. Sharing opportunities, meeting challenges and seeking common development together bear on the well-being of the peoples of China and Europe and the future of world development. Young people are the hope and future of mankind and the driving force of the development of China–EU relations. The seed of friendship should be sown in every young heart. With this foundation, we can handle any storm together on the way forward, and ours will be a broad road to cooperation and friendship.

Wen hoped that young people should always view the world objectively and positively and see it as ever-developing, dare to seek the truth and always act as a facilitator of world peace and progress. And young people should always be frank, inclusive and open-minded, and respect, trust and learn from each other. You never be afraid of difficulties, always be brave to explore and innovate, and strive to outshine your fore-runners.

The opening ceremony broadcast European Commission president Barroso’s video speech. Lu Hao, chairman of China organizing committee and first secretary of secretariat of Central Committee of Communist Youth League of China, and the European representative, gave speeches. Chinese and European artists showed excellent performances.

Proposed by the Chinese and EU leaders, EU–China Year of Youth is being implemented by ACYF and European Commission. The events will be carried out in China and 27 member countries of the EU in succession to promote the mutual understanding and friendship among the young people and to push the healthy, sustained and vital development of China–EU relations.
On March 26–27 ACYF held 2nd session of 11th extended standing committee meeting at Wenzhou of Zhejiang province. The meeting summed up the ACYF work since the 11th Standing Committee, and planned its work for the future. Lu Hao, first secretary of secretariat of Central Committee of Communist Youth League, attended and addressed the meeting. ACYF President Wang Xiao made a work report. Xia Bao-long, deputy secretary of Zhejiang province and Chen Derong, vice governor of Zhejiang province and secretary of Wenzhou city, addressed the conference.

Lu Hao fully confirmed the ACYF work. He said that ACYF must fully understand the CPC Central Committee’s new demands in the 12th Five Year Plan, social management innovation and mass work in the new situation. It must grasp the critical points, fetch the proper points for combination and earnestly implement the CPC spirit in all the work. He stressed the necessity of strengthening the sense of mission to work well among youth, bear them in mind, uphold the mass viewpoint and standpoint and the mass line, and always eye on the common youth. Get into contact with the masses in all forms and channels, go deep into the rank and file and enhance the abilities of working for them. Show concern for their difficulties and perplexities and safeguard their legal rights and interests. Help them solve practical problems according to capacity and do mass work deeply and solidly. Give sincere guidance to the masses of youth.

Over 200 participants attended the meeting, including the 12 ACYF vice presidents, the Standing Committee members, secretary general, deputy secretary general of work committees for all walks of life as well as secretary general for all provincial youth federations. They held deep discussions on rationalizing income—distribution, social integration of the new generation of migrant workers, the change of economic development patterns, the strengthening and innovation of social management, education equality and efficiency, the dissemination of culture and the maturing of youth.
ACYF collected 1 million yuan in support of rescue effort in Yunnan’s Yingjiang County

At noon March 10 a magnitude 5.8 quake hit Yingjiang county of Yunnan province. ACYF collected 1 million yuan in rescue effort to the county.

It urged Chinese Young Volunteers Association (CYVA) to send professional volunteers to the county from qualified provincial youth federations according to needs. It also urged China Foundation for Youth Entrepreneurship and Employment (CFYEE), China Youth Development Foundation (CYDF) and China Guanghua Foundation (GHF) to join the rescue and reconstruction effort.

The professional volunteer groups sent by Beijing and Sichuan youth federations arrived at Yunnan on the morning of 11th. Over 1000 volunteers from Yunnan province and Dehong prefecture had already reached the hit area for rescue effort.

KAB entrepreneurship education popular in 850 colleges in China

On February 7th the annual convention of KAB (Know About Business) and concurrently the 3rd university employment and entrepreneurship forum was held in Hunan University.

Mei Kebao, vice Party secretary of Hunan, Lu Yongzheng, vice president of ACYF and A. Herbert, China and Mongolia Bureau of ILO, attended and addressed the opening ceremony.

The convention and forum were jointly sponsored by ACYF, ACSF and ILO, and the theme was Public Welfare, Responsibilities and Entrepreneurship, aiming to probe into the relations between employment and entrepreneurship education and social responsibilities as well as the ways and means of such education to promote economic and social development.

Over 400 participants attended the convention and forum. Present among them were KAB program chief, KAB club student representatives and KAB educators home and abroad. KAB institute (China) released KAB China report 2011 and KAB educators made keynote speeches.

KAB program was created by ILO to train college and high school student entrepreneurship awareness and capacity. In 2010 ACYF redesigned its framework of organization and management. KAB coverage and impact on colleges expanded rapidly. The number of colleges that joined KAB hit 850, increasing by over 250, that of those setting up KAB basic courses exceeded 600, increasing by over 260, and that of those opening KAB clubs hit 100, increasing by 43. A total of 200,000 students joined the studies of its curricula and nearly 1 million took part in its program activities.
One million youngsters along the Yangtze River went in for tree-planting

On March 22 nearly one million youngsters along the Yangtze River went in for tree-planting simultaneously in 11 provinces (autonomous regions and municipalities) under the slogan of protecting the mother river since we all drink from it. They were to plant trees and protect water in this month. The event went under the theme of greening the Yangtze and aimed mainly to collect funds for tree-planting and forestation.

In Changzhou city of Zhejiang province, over 800 people took part in tree-planting. They included such youngster representatives as workers, public servants, college and high school students, Young Pioneers, college student village officers, army officers and the journalists from over 60 mass media. Youngster environmental protection (EP) leaders affixed their signatures and a three-month program will go on in eight cities of Zhejiang province involving over 100000 participants.

In Yueyang city of Hunan province, over 300 Young Volunteers and Young Pioneers made an oath at the tree-planting site. Starting on March 5 Hunan youngster greening mission attracted over 70000 youngsters in 13 cities. They took part in releasing Micro blog messages and in cleaning up white garbages.

In Guangan of Sichuan province, Wuhan and Yichang of Hubei province, Jiujiang of Jiangxi, Anqing of Anhui, Zhaotong of Yunnan, Chongming of Shanghai along the upper and lower reaches of the Yangtze, and on both its banks, youngster tree-planting went on simultaneously. Their practical action called on the social public to protect the mother river by planting trees.

Incomplete statistics showed March 22 alone registered 50800 trees planted by 6.11 million youngsters, covering nearly 3235 mu. Over 860000 youngsters have planted 2.74 million trees over 185000 mu of land since last spring.
With the approach of March 4, the 12th China Volunteer Service Day, Hubei provincial youth federation and Hubei provincial Young Volunteer Association pushed the program of 10000 children of migrant workers entering the campus in Wuhan University of Technology, Central China Agricultural University, South–Central University For Nationalities, Hubei University, Wuhan Institute of Physical Education and Wuhan Textile University under the theme of going to college campus as a dreamland.

Guided by the volunteers, 10000 children of migrant workers experienced a prior college life and college academic atmosphere as well as educational environment. The event helped them set up a definite ideal and confidence and helped them grow up healthily.

Pupils of Lingzhi elementary school had a lunch with the volunteers from Wuhan University of Technology, personally experiencing the college campus life. Guided by the volunteer, they made a self-protection game, visited the campus, and developed cultural and sports activities that enriched their lives, enhancing themselves and inspired them to love study, lives and Hubei.

Central China Agriculture University developed 2011 voluntary month program mobilizing volunteers of various colleges and departments to correspond Nanhu High School and Little Star Kindergarten with their professional features in developing voluntary service for children of migrant workers.

Central South China University of Nationalities developed a theme program entitled Hand in hand and Hearts linked together. Volunteers led Hui nationality elementary school pupils in tasting Moslem food and understand the cultural charm of the university.

Hubei Normal College No. 2 joined with Guangling elementary school children of migrant workers to go into its campus and classrooms. Wuhan Institute of Physical Education held a game of taste for children of migrant workers, letting them have a prior experience of colorful university culture.

This March 5 was the 12th China Volunteer Service Day. ACYF and provincial youth federations continued to expand the coverage of service for children of migrant workers in all forms to help them grow up healthily.
**Hunan migrant League work committees help young migrant workers protect legal rights**

Hunan is a province exporting large numbers of labors. Over 50% of them are young farmers. To help them protect their rights, Hunan youth federation actively set up organizations in other provinces, integrated resources and created new forms to work together with local League organizations and social forces in helping solve practical work and life difficulties for them. As they are more concentrated on Zhejiang, Guangdong and Shenzhen, Hunan youth federation, relying on the provincial work committees there, set up local rights-protecting stations as permanent work organs.

Recently Zhejiang TV broadcasted the Hunan provincial work committee work in protecting Hunan migrant young workers, triggering great response among them. They said they felt warm support from ACYF, getting more settled, more backed up and more motivated.

Hunan youth federation is planning to set up a rights-protecting center so as to install a service system with the center as the main body and backed up by stations.

**Chongqing: Youngster extracurricular education convened**

On March 26 morning Chongqing youth federation held a repertoire program to mark the forthcoming 90th anniversary of Chinese Communist Party at youth and children’s palace of Fengdu county. Nearly 2000 students from Bachuan High School and youth and children’s palace took part in the inauguration ceremony.

The program was composed of singing, reading, lecturing and disseminating to mark the 90th anniversary of the Party on July 1. It recalled the Party’s history of hard struggle, and sang praise of its glorious merits, to further inspire the extracurricular educators and youngsters to uphold their faith and love for the Party.
On March 27 Henan youth federation, Henan Youth Volunteer Association, Henan Daily and Zhengkai Marathon organizing committee held a Marathon event at Zhengdong New Area CBD exhibition center. It was characterized by college student volunteers helping the children of migrant workers.

At the starting line, Duan Shijie, deputy chief of General Administration of Sport, conferred the banner to Student Volunteer Service Team from Zhengzhou University and the volunteers pinned smiling knots on the kids as a signal of pairing. Thirty children of migrant workers from Zhengshang Elementary School in Zhengzhou city finished the whole marathon as guided by the 30 pairing volunteers.

To develop the new brand of voluntary service and provide more forms of it, the provincial youth federation and Youth Volunteer association started the smiling and growth program. As one of the serial events, the smiling marathon was made the theme this time to rally with the Zhengkai Marathon organizing committee in providing 30 nominees for kids whose parents were long term migrant workers. This won positive response from the committee and 30 outstanding college volunteers served them as provisional monitors. They are expected to care for the healthy and happy growth of them, providing them long–term one–to—one help in studies, accompaniment, feeling the city life, self–protection and donation in love via the development of activities like smiling bars, smiling growth camps, and smiling four seasons.
Inner Mongolia: The opening ceremony of east and west interaction in employment and entrepreneurship was held

On March 23rd morning the square of Dongsheng district in Ordos city of Inner Mongolia was a bustling scene of flying flags and thronging crowds. The opening ceremony of east and west interaction in employment and entrepreneurship sponsored by the autonomous regional youth federation was being held ceremoniously here.

At the ceremony the emigrant youth federations signed cooperation agreements on employment and entrepreneurship and the autonomous regional youth federation as well as 12 municipal youth federations signed mandates related. To guide more demonstration enterprises to accept migrant workers, the autonomous regional youth federation conferred the title of model unit on ten enterprise groups including Erdos Group. The Xingan league youth federation for migrant worker affairs and the Ordos youth federation also formally established. This was followed by a recruitment session by the sponsoring organizations.

In 2011 the youth federations of all levels in Inner Mongolia will carry out their work of promoting small loan, giving training in employment and entrepreneurship, backing up agriculture and animal husbandry with science and technology and training get-rich leaders under the interaction program. The program is now widespread in Ordos, Xiang'an, Wuhai and Wuhan-chu cities. Nearly 2000 young people have transferred jobs and early stage investigations are being carried out in other cities as well.
Brief introduction of EU–China Year of Youth 2011

A–Background

Chinese Premier Wen Jiabao and EU President Jose Manuel Barroso designated 2011 as the Europe–China Year of Youth at the 12th China–EU summit, held in Nanjing on 30 November 2009. They agreed to strengthen people-to-people links and cooperation in various fields and decided, among other things, to "further promote and deepen partnership between Europe and China by launching 2011 as the Europe–China Year of Youth".

On April 29, 2010, Chinese Premier Wen Jiabao met European Commission President José Manuel Barroso in Beijing, and expressed his expectation for the 2011 EU-China Year of Youth to "achieve an extensive and positive impact."

On October 6 2010, Chinese Premier Wen Jiabao, European Council President Herman Van Rompuy and European Commission President José Manuel Barroso jointly issued the 13th EU-China Summit Joint Communiqué, and "expressed their commitment to give full support to the EU-China Year of Youth 2011, recalling its main objectives to promote intercultural dialogue, and strengthening mutual understanding and friendship between Chinese and European youth."

B–Description

2011 EU–China Year of Youth is the first theme year since the establishment of the diplomatic relations between China and EU over 35 years ago. It is the first time for China and EU to launch official youth exchange program, which emphasize on youth interaction, boast large-scale participation, broad reach-out and long duration. The year also provides a platform for public education, encouraging Chinese and European young people to gain better knowledge about each other.

C–Slogan

Bridges of Friendship

D–Main Objectives

Promote intercultural dialogue and strengthen mutual understanding and friendship between European and Chinese youth;

Encourage young people to care about and support the development of EU–China relations;

Further promote and deepen partnership between Europe and China.

Focusing on fostering friendship between youth, the 2011 EU–China Year of Youth aims to promote understanding between Europe and China by exchanges and interaction activities, with balanced attention to program outcomes and social influence, program running and long term mechanism.

E–Action Plan

Activities include flagship events, partnership programs, youth highlight events and media and publicity events:

Flagship Events: co–organized by the China Organizing Committee and European Commission, with an aim to achieve positive and extensive impacts. The events in Europe include opening ceremony, European Youth Week and Youth Convention on Volunteering. Flagship Events in China include the opening and closing ceremonies, EU-China Youth Culture Week and 2011 Universiade Youth Festival & EU–China Youth Forum for Sustainable Development.

Partnership Programs: EU and Chinese youth organizations and youth relevant organizations at European level, national level and provincial level jointly develop partnership programs, focusing on building partnership of exchange and cooperation between them. The programs include the "Youth in Action" program of EU and Partnership for Friendship activities of China.

Youth Highlight Events: Youth–focused or youth priority events to be organized by the members of the Chinese Organizing Committee, the EU institutions or EU member states, to promote youth participation and engagement in all areas of EU–China cooperation.

Media and Publicity Events: media and youth initiated publicity and interaction programs, with media as the main communication tool and channel, aiming at reaching out and mobilizing young people at a wide range and achieving extensive and positive impacts.

Areas of cooperation: covering areas of mutual interest including volunteering, youth participation, youth work, education, culture, employment and entrepreneurship, innovation and creativity, etc.
Special Coverage: 2011 EU–China year of youth

At the invitation of European Commission, ACYF President Wang Xiao led a 95-member Chinese youth delegation to Belgium for participation in the EU opening ceremony of the EU–China Year of Youth January 9–11.

After the opening ceremony, the Chinese youth delegation took part in special theme exchange and investigations and visited Brussels of Belgium, Luxemburg and Terriere in Germany.

On January 11 Europe’s opening ceremony was ceremoniously held at the headquarters of foreign relations department of the European Commission. ACYF President Wang Xiao, European Commissioner for Education, Culture, Multilingualism and Youth Androulla Vassiliou, Minister of State for Social, Youth and Family Affairs, Ministry of National Resources of Hungary Miklós SOLTÉSZ and H.E. Ambassador Song Zhe attended and addressed the opening. Wang and Vassiliou signed the ACYF and EC joint statement on China–EC dialogue and cooperation on behalf of ACYF and EC respectively at the opening.

Afterwards Ambassador Song held a grand reception in honor of the over 400 Chinese and EC youth representatives. Through speeches of the ambassador and youth, through cultural and art exchange, photo exhibition and free exchanges, the reception was a successful public diplomatic event drawing closer the relations between Chinese and European youth.

“Youth exchange is highly prospective. It is a strategic investment in the future China–EU relations,” said Boka, secretary general of European Youth Forum on mutual relations in an interview with Xinhua.

EU’s opening ceremony was convened in Brussels

Chinese Organizing Committee and European Commission will lead the implementation of events throughout the Year, with the extensive participation of all sectors in China and Europe. China Organizing Committee members include All–China Youth Federation, Ministry of Foreign Affairs, Ministry of Communication and Publicity, State Council Information House of the People’s Republic of China, China Federation of Literary and Art Circles, Chinese People’s Association for Friendship with Foreign Countries, Ministry of Education, Ministry of Industry and Information Technology, Ministry of Environmental Protection, Ministry of Culture, The State Administration of Radio, Film and Television, General Administration of Sport of China, National Tourism Administration of the People’s Republic of China, China Council of the Promotion of International Trade. China Promotion Council will be set up as an alliance of communication and creativity, with the participation of media, intermediary organizations and academic institutions.

Chinese Image Ambassadors are as follows:

Mr. Deng Zhonghan, Vice President of the All–China Youth Federation, Member of the Chinese Academy of Engineering.

Mr. Lang Lang, Vice President of the All–China Youth Federation, International Goodwill Ambassador to the United Nations Children’s Fund (UNICEF), Famous Pianist.

Mr. Lu Chuan, Committee Member of the All–China Youth Federation, Famous Film Director.

Mr. Yao Ming, Player of China National Basketball Team, Owner of Shanghai Oriental Basketball Club.

China’s opening ceremony was held

The capital of Beijing in February was a scene of springtime with everything rejuvenating vibrantly. On 23rd afternoon Capital Museum was full of cheers and laughter. More than 500 Chinese and EU youth representatives as well as EU ambassadors in China gathered together singing excitedly the song “We are friends” to mark the opening of the EU-China Year of Youth in China. Premier Wen came into the midst of youth and exchanged greetings with them to wish the China-EU relations a better future.

The slogan “Bridges of friendship” carries the common conviction and wish of the promising elite of both sides. The performances given by both on the same stage are a lively portrayal of China-EU friendly cooperation.

At 17:10 Premier Wen entered the spot of activity, arousing warm applause and cheers. The Premier Wen touched the button and set the official website of the year in motion. The page showed his inscription that read EU-China Year of Youth while the youth representatives of China and the 27 member countries of the EU exchanged greetings on the TV wide screen.

Looking at the smiling young faces, the Premier Wen said emotionally, “I am greatly inspired by the video shown on the big screen just now. Young people from China and 27 EU member states, though far apart and having different cultural backgrounds and speaking different languages, voice a common yearning for communication, understanding and friendship. I think their hearts are linked. Young people are full of life. They are the hope and future of mankind and the driving force of the development of China-EU relations. The seed of friendship should be sown in every young heart. With this foundation, we can handle any storm together on the way forward, and ours will be a broad road to cooperation and friendship.”

European Commission President Barroso congratulated on the opening ceremony on TV and encouraged EU and Chinese youth to develop EU-China ties with creativity, wisdom, enthusiasm and farsightedness. The basis of China-EU friendship lies in the hearts of the people and the future belongs to the youngsters. Face to face contact and heart to heart communication will lay a solid foundation for the long-range development of China-EU ties.

In an interview with Xinhua, a Lithuanian youth called Frolienko compared the year to spring sowing as new starting point of China-EU relationship. “The next decade will be an important opportunity for that relationship. We young people must grasp the face to face contact, get more contact, more perception, more observation and more understanding so as to contribute wisdom and strength to closer ties.

The EU-China Year of Youth will see seven flagship events, a number of Youth Highlight Events, Partnership Programs and Media and Publicity Events. The youth can join them by means such as mobile phones, social websites and Microblog texting. The year will provide them with more opportunities and platforms for exchange of ideas and build a bridge for them to increase mutual understanding and friendship as well as the communication of souls and the dialogue of civilization.
Dialogue communication decides the future of China–EU relations
—— Impressions from participation in China’s opening ceremony

Cai Mengyin, China College Media Alliance

Twenty-four hours have elapsed, but I am not yet fully awake from the happiness of handshake with Premier Wen, which was an unparalleled unexpected honor for me. Recalling my speech on behalf of Chinese youth at the European opening ceremony of EU–China Year of Youth 2011, recalling my delightful communications with European friends and recalling Premier Wen’s greetings to youth yesterday afternoon, I feel not just excited at the very moment, but rather a sacred sense of mission. The joint initiative by Premier Wen and EC chairman Barroso for EU–China Year of Youth 2011 left me an indelible exhilaration and thought in my life.

Premier Wen commanded a high vision and made the initiative, bringing happiness not only to the Chinese European rising generation, but also to the future development of the whole of China and Europe. As a young scholar in Britain I personally witnessed the concern and perplexities of Europeans. In the eyes of many Europeans, what China looks like is rather imaginative, or from street gossips. They are concerned with the tremendous change of the oriental ancient country, but can never have personal experience of its glory and agony. When China and Europe stand in the intersections of deepening cooperation, they are barred by an aspiration for contact interwoven with misunderstanding.

Under such circumstances, the birth of EU–China Year of Youth 2011 is undoubtedly something that lays a solid foundation for them to enjoy the common opportunities and meet the common challenges. The successful opening ceremony last month in Brussels also proved their common aspiration for exchange, understanding and friendship. They held heated discussions on politics, economy and social culture, and could hardly bear to say goodbye to each other.

Now that I work as a member of China College Media Alliance, I am often involved in organizing the activity Dialogue with the world, such as dialogues with former German premier Gerhard Schroeder, former French premier Jean–Pierre Raffarin, European Union, British and Romanian youth delegations. I must make Chinese youth better informed about the world and vice versa. Yesterday when I shook hands with Premier Wen, I gave him a brief account of my alliance and his advice brought me home the responsibility on my shoulders: Youth dialogue communication decides the future of China and EU. Only by exhausting all means to push the contact between Chinese and European youth and by letting the seeds take root and bud forth can they grow into tall trees and can China and Europe really achieve a win–win situation.
What happened to me after jumping a red light?  
——Impressions from participation in Europe’s opening ceremony

Chen Wenzhe  Sun Yat-sen University

We had many imaginations about Europe: Beauty, abundance, civilization and progress attracted innumerable Chinese young people to study there in search of a better living. But all these imaginations brought us back to its true features once we set foot on the continent.

**Low carbon emissions and green life concept**

We settled down at a four-star hotel in Brussels. The room was very small and there was not much space left after installing two single beds. The room provided neither washing utensils nor disposables like slippers. Though depressed economically now, European living standards are beyond compare for developing countries. Since they live so frugally without showing off, what reasons do we have to go extravagant?

**European rules going humanized**

One day as our group went to visit a community we were about to cross an intersection when the red light was on while the bulk of our group were about to take a turn at the corner. We were afraid we might lose sight of them and got lost. But the red light kept on and on. We would observe the traffic rules at home, and hesitated even more abroad to break them at all! How embarrassing and disgraceful for Chinese to hump a red light abroad! We were just at a loss what to do while a motorcade remained still when the green light for them was on. The driver of the first vehicle made a gesture to us letting us go first. This really gave me a pleasant surprise.

Europeans are strict in following traffic rules, but they also believe others will do so consciously. If you violate them for some reason or other you will be thought to be doing so reluctantly. They would switch on the green light for plausible reasons.

**European youth mindful of the world**

I had a chat with a girl student on one occasion. She worked in an informal education association in France. She had been to Beijing and Shanghai and got to know that Chinese youth seemed to have few routes to get educated unless admitted to colleges and universities. China had a great demand for informal education and she hoped to find a suitable item to help Chinese youth find education other than colleges and universities.

When hearing such words I was thinking what we Chinese youth were doing while our European contemporaries care for other compatriots and even those in countries other than their own.

This European tour changed my one-sided conception about Europeans. I further found that the world is more or less the same. European economies are developed but like China, they are also confronted with how to change the software of culture into the motive force promoting economic development. The European youth, like their Chinese counterpart, are also confronted with the predicament of going to a higher grade of learning, unemployment, and poverty. But the greatest similarity is that we all share the common appeal for better lives and for upward aspirations.
How to strengthen guidance to youth fashion when confronted with impact on youth fashion culture? What ACYF should do to use the element of youth fashion to better attract youth and really give youth work and activity a greater impact on the younger generation? At the symposium on youth fashion culture, young cadres from all parts of the country held heated discussions.

ACYF President Wang Xiao attended and addressed the symposium. He said we must have a correct approach and studies on fashion culture. We must especially make a scientific and systematic analysis of it in combination with the market economy, with the development of globalization trend, and avoid making it superficial, identical and singly dimensional. He said that it is of strategic importance for ACYF to get concerned with and grasp youth fashion culture. Youth fashion culture reflects the brand-new change of young people. It contains a new engine for ACYF. ACYF must develop the fine traditions of attaching great importance to youth culture, to making use of it to better implement responsibilities and various functions. It better attract youth through fashion regulation and control and guidance, on the orientation of youth fashion development of product output, in supplies of youth fashion culture, increase competitiveness in youth breed more organizational vehicles over youth fashion culture.
Along with social development and the progress of science and technology, the tide of the era is changing consistently. So is the case of people’s aesthetic trend. In such a tide, youngster lives will be impacted inevitably. They will run diametrically counter to what was in the past ideologically, in concept, behavior and aesthetic approach. But do these changes have any similarities? Are there any rules governing their development? To study this issue, the article tries to make some investigations and study and a summation of fashion concept based on youngster attire and decoration.

Youngsters nowadays love to wear leisure clothes and name-brand ones especially. Sportswear is also very popular. Such clothing is usually made of rain-proof cloth, usually brightly colored and durable.

In the choice of trousers, they would choose those of their own liking instead of the traditional single-colored polyester western style trousers. Boys and girls try to look cool nowadays. Generally speaking, girls are fond of wearing straight and skinny trousers painted with designs or imitating old fashion while boys love to wear loose, leisure trousers, some even of ROK taste. This is perhaps due to the assault of ROK pattern on the song arena, but also on the attire and decorations. Youngsters who look cooler would wear cowboy trousers plus a unique leather belt. How eye-feasting!

Most youngsters love sports shoe wear. They would choose a stylish pair, as long as they love fashion, no matter they love sports or not. Girls usually are bent on brightly colored cloth or leather shoes with thick soles while boys are fond of sports shoe wear made of special materials and some are particularly fond of basketball shoes.

The new generation of youngsters is no longer satisfied with the conventional concepts. They are no longer bound by the concepts of the adults. They are oriented to personal character development, and most remarkably in terms of language. For instance, those born in the 1970s and 1980s would say expressions like acting as people with four ideals and struggling for four modernizations, learning from Comrade Lei Feng, while those nowadays pursue after fashion, saying such fashionable words like deadly cool, deadly smart. Some youngsters are hot after going online where they learn some net expressions, describing beautiful and dignified girls as nice eyebrows and those bad looking and shrewish as dinosaurs.
After investigation and study, we sum up youngster fashion concept as leisurely and irregular. Leisurely clothing makes youngsters more vigorous and vital while irregular clothing would make them invite reproach. Hair of different hues or hippie appearance may give you a higher percentage of looking back because of your strain after novelty but this doesn’t go in with the general aesthetic approach and will never become the mainstream but rather be discredited as philistine. Hence, we must choose the best when going after fashion.

Youngster concept of fashion is consistently changing along with social development. Although the quality and awareness of fashion among youngsters as the main body is the direct factor, the impact of their environment is more important. As the society develops, the concept will change; so will the outlook on life and the values as well as the aesthetic viewpoint. Young people are more open and creative in their thinking. They are getting more and more demanding in themselves. They want to create greater personality features, and to create a unique self, demonstrating greater courage and trendy fashion in such pursuance.

From this we can see the development of fashion is a manifestation of social progress. What the modern society requires is talents of high taste, high quality and high capacity. It is far from enough just to chase after fashionable looks. Thus, going after fashion requires self enhancement and betterment in thinking and culture. Only in the way can we really understand the real pleasure of life and lay a golden road for our future!

Guangzhou youth pioneer in fashionable trends

Since the reform and opening up, Guangzhou youth have taken full advantage of the climate, geographical location and harmonious inter-human relationship and made the southern China full of vitality leading the nation in style.

Guangzhou youth stand in the vanguard of the tidal wave in the great era, composing one song of youth after another. By accepting these trends, the youth all over the country actually identify the spirit of the Cantonese and admire the Guangzhou youth for their pioneering spirit.

What fashion?

- Attire and decoration culture

As early as in the 1950s and 1960s Guangzhou youth got aware of the latest world attire trends from their relatives in Hong Kong and Taiwan as well as overseas.

In 1978 the spring wind of reform and opening up swept the whole country. Sensational bell bottoms prevailed in Guangzhou streets and lanes, breaking down the monotonous and depressing uniform during the Cultural Revolution. Later on, courageous Guangzhou youth went in for flexible brand trousers and blouses or jackets with batwing sleeves.

Since then, fashions have swept across the country from Guangdong.

- Pop music

The pop music in Guangdong especially in Guangzhou has always been the engine of Chinese pop music flagship.

Since the outset of reform and opening up, Guangdong musical circles and youth have created many firsts: the first teahouse of music, the first light music band and corps, the first roll of honor in creating original songs and the first professional record company.
Literature and art

The concept “hazy poetry” brought deep ideological changes into contemporary Chinese history of literature. It was first advanced by Huang Yu, the editor of poems and songs of the Guangdong Works Magazine.

1987 saw the establishment of the first modern experimental dance class in Guangzhou. 1992 saw the establishment of the first professional dance troupe——Guangdong Experimental Modern Dance Ensemble with these students as the basis. Within a short span of two decades, these young people have completed the whole process of absorbing Western culture and transferring and innovating it, exerting a great influence on the development of Chinese dance world as a whole.

Video culture

In the early 1980s quite a number of Guangzhou youth stealthily installed the antennas on their own balconies to watch Hong Kong TV.

1984 saw the production of the first film reflecting the life of small business privately owned Yamaha Fish Peddling and 1987 the awarding of films and TV dramas like Miss Public Relations, Migrant Younger Sister and Pearl River Love with Skyrocketing and Gold Eagle prizes. They all recorded the struggling lives of Guangdong especially Guangzhou youth in the historical scenes of the surging tide of reform in the new period, attracting the attention of hundreds of millions of viewers in China.

Ad culture

Guangzhou has been playing a very important role in the birth, rise and prosperity of Chinese modern advertisement.

1979 saw the birth of Guangdong Advertising Co, one of the first in China. The same year saw the setting up of the first ad program in the history of Chinese TY at Guangdong TV Station.

1999 saw the shooting of Clouds by a young team of Guangzhou Hongyi Ad Co, winning the best video film prize from New York Ad Era, the first international prize winner in Chinese mainland advertising.

Leisure tourism

Guangzhou youth found out that tourism would relieve them of pressure from busy work. Thus Sightseeing Tour, Two-day Weekend Short Tour, International Tour of Singapore, Malaysia and Thailand became the most fashionable leisurely means in the late 1980s and early 1990s for Guangzhou youth.

Volunteer culture

1987 saw the birth of Guangzhou municipal hotline of high school students’ voice, as the prelude to China’s voluntary service.

1999 saw the introduction of China’s first local regulation on voluntary service Guangdong Rules and Regulations on Voluntary Service.

After two decades of development, Guangzhou youth volunteer service went abroad to undertake Chinese voluntary service program overseas.
On January 1, over 1000 graduating senior high school students from the 18 districts and counties in Shanghai attended the 18 year–old adulthood day celebrations.

A Sino–Russian children’s exchange performance given by Beijing West District Children’s Palace and Irkutsk Children’s Art Troupe at The China National Children’s Center.

At the end of February returned children of migrant workers went to school happily.

On March 21, graduating students of Northeastern University in 2011 browsed information on spring two–way choice employment negotiation sessions.

On February 10, 10000 Beijing volunteers took part in the voluntary service program of sweeping snow merrily and greeting spring smilingly.
International Exchange

On January 7, Chinese Youth delegation visited Pakistan.

On March 25, vice president of ACYF Lu Yongzheng met the Korea Youth delegation.

On March 31, Chinese Youth Delegation had a discussion meeting with youth delegates from Romanian Social Democratic Party.

On March 30, All-China Students Federation Delegation had lunch with the students from Columbia University in U.S.