Abstract:
Cultural celebrities like Yu Dan, whose royalty income exceeded 10,000,000 RMB in 2007 and whose latest book circulation approximated 1,200,000 copies when first published, are prominent cultural phenomenon in contemporary China. This study examines the making of cultural celebrities since the early 1990s when market economy was put in place, the cross-media field of cultural production began to take shape, and the role of intellectuals inevitably re-defined. Adopting mainly Pierre Bourdieu’s framework, I aim to map the specific mechanism of cultural production and meaning-making dynamics within the changing field of symbolic power through ethnographic case studies of five selected cultural celebrities today.