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**THE SPREAD AND INFLUENCE  
OF BEREAVEMENT CULTURE IN CHINA**

Master's Thesis

ABSTRACT

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## ABSTRACT

In China, from 2016 to now, starting from a hot online event and transmitted by various types of social networking platforms, bereavement culture emerged and affects more and more young people. Bereavement culture has changed from the preferences and attitudes of a specific group of people to a cultural phenomenon in China.

Bereavement culture is popular on the Chinese Internet and has a strong penetration and influence. It has deeply affected the thinking and behavior of a group of Chinese young people. It is a typical subculture of contemporary Chinese online youth. Behind its popularity, it reflects the survival and psychological state of contemporary Chinese netizens, especially netizens represented by young people, and reflects the transformation and changes of society, culture and symbols in the new historical period. Based on this, the author studies the origin and realistic expression of bereavement culture, the style characteristics and transmission path of bereavement culture, the influence of bereavement culture and its future.

The author focuses on the bereavement culture from the perspective of communication and subculture, and uses text analysis, semi-structured interview and participatory observation to analyze three typical cases of bereavement culture - "Ge You Lying Down" meme, "Negative energy every day" fan group and "Sung tea" marketing, in order to study the bereavement culture in the view of production, dissemination, causes, impacts, and future.

The purpose of the master's thesis is to identify the causes of the spread of channels and the consequences of this phenomena, to identify the further influence of the "culture of loss" on the production and development of Chinese society.

The first chapter mainly inspects the origin and realistic expression of bereavement culture. The second chapter mainly explores the research status, style characteristics and communication path of bereavement culture. The third chapter focuses on analyzing the causes, influences and predicting its future trend of bereavement culture. This paper argues the causes of the popularity of bereavement culture and analyzes its positive and negative effects on society and young people. Based on this, the future trend of bereavement culture is predicted.

*Keywords: network youth subculture, postmodernism, bereavement, culture dissemination, social psychology.*