



印度与中国中产阶级的兴起

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印度和中国都有着悠久的文明，其历史可追溯到上古时代。即使是在今天，这两个国家的人口加起来共有20亿，这两个国家依然对在当今世界居于重要的地位。这两个国家的成长与发展对整个世界起着非同一般的作用。这两个国家都将加入全球化、努力壮大中产阶级队伍作为未来国民发展的一条道路。

在印度和中国，中产阶级的发展以物质消费的极大增长为特征，究其源头，这一增长源于全球化的力量，导致发达国家对印中两国的产品和服务大量的外部采购。尽管造成这一增长的原因相同，但印度和中国的情况又不尽相同。本文将在结构和文化层面分析两国中产阶级特征的异同。

本文研究基于印度及国外图书、报告和网上数据库的二手信息，关于印度和中国的信息主要来自于英文出版物。

在结构的层面，印度和中国都倾向于让市场的力量成为决定经济的主导因素。但不同之处在于，印度为多党制，中国为一党专政。在过去的十年间，两国中产阶级的兴起都是从大规模消费物质产品开始的，这一消费在两国近年来都是空前的。两国的中产阶级的市场不断扩大，极大刺激了全球跨国企业的期望值。

从文化的角度看，两国中产阶级的特征体现为“消费主义”、英语的影响、现代数码科技的运用，但在很多层面上，中产阶级与其字面所表达的意义不尽相同。对于中产阶级在消费主义生活方式、宗教、性别及其他社会文化层面上相互缠绕的特征，本文将考察这一特征表现的异同。

Emerging Middle Classes in India and China

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India and China are countries which have civilizations that can be traced to the ancient times. Even today, these two countries have an imposing presence in the globe, owing to their large populations which together would constitute over 2 billion human beings. The growth and development of both these countries is thus of immense importance to the world. Both of them embraced globalization as a path to develop the future of their respective people, with an attempt to expand the middle class.

In both India and China, the recent growth of the

middle classes is characterized by the vast increase in consumption of material goods. The sources of this growth may be traced to forces of globalization, which has resulted in the outsourcing of production and services from the developed countries of the world to India and China. Although the sources of the growth are the same, there are other areas where India and China differ. This paper examines the similarities and differences—structurally and culturally—in the various features of the emerging middle classes. The paper is based on an analysis of secondary information sources available in the form of books, reports and online databases from India and abroad. The information on China as well as India is predominantly from publications available in English language.

At the structural level, India and China are similar in letting the market forces determine major sectors of the economy, but they differ in the nature of the society—India being a multiparty democracy while China has one party domination. The emerging middle classes in both the countries have, during the last decade or so, started consuming material goods on a scale which is unprecedented in the recent past in both these countries. This has fuelled expectations of multinational companies globally because of the size of the growing middle class market in the two countries.

Culturally, while the middle classes in the two countries are characterized by what has been termed “consumerism”, the influence of English language, and the usage of modern cyber technology, still the middle classes differ on a number of aspects like their world view and perceptions on various issues. This paper examines the intertwining of similarities and differences in the features of the middle class with regard to the consumerist life style, religion, gender and other socio-cultural aspects.

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