

Rising Stars: Understanding the Influences, Implications, and Ascension of Children's Book
Publishing in China

In the two decades since Belinda Yun-Ying Louie's article "Reading around the World: Children's Literature in the People's Republic of China" and Mary Farquhar's *Children's Literature in China: From Lu Xun to Mao Zedong* the Chinese children's book industry has flourished. Yet this growth, which is upwards of 15% annually, is not unconditional. One major influence is the Chinese government's emphasis to move away from texts originating in the West in order to encourage the growth of Chinese children's literature. Such an influence is ambiguous at best as the relationship between the Chinese government and its economy at large is hardly discernible. Furthermore, with few Chinese texts being translated and integrated into the US market there is almost as little known about the direction of this growth as the forces that influence it. This presentation is an introduction to the Chinese children's culture industry in an attempt to articulate its influences and its product. This introduction will cover government influence of the industry including state-owned publishing firms and industry regulations as well as popular authors, lucrative awards, and major themes dominating the genre. It will incorporate statistics and raw data researched by *Publishers Weekly* to outline this radical growth. With the largest population, and second largest economy in the world, the global influence of the Chinese children's culture industry may be in its infancy, but is poised for ascension among the most dominant culture industries in the world.