



林思齊東西學術交流研究所  
David C. Lam Institute for East-West Studies (LEWI)

**Working Paper Series** 研究報告系列

—— 1990

: [ltt1220@126.com](mailto:ltt1220@126.com)

**David C. Lam Institute for East-West Studies (LEWI)  
Hong Kong Baptist University (HKBU)**

*LEWI Working Paper Series* is an endeavour of David C. Lam Institute for East-West Studies (LEWI), a consortium with 28 member universities, to foster dialogue among scholars in the field of East-West studies. Globalisation has multiplied and accelerated inter-cultural, inter-ethnic, and inter-religious encounters, intentionally or not. In a world where time and place are increasingly compressed and interaction between East and West grows in density, numbers, and spread, East-West studies has gained a renewed mandate. LEWI's Working Paper Series provides a forum for the speedy and informal exchange of ideas, as scholars and academic institutions attempt to grapple with issues of an inter-cultural and global nature.

*Circulation* of this series is free of charge. Comments should be addressed directly to authors. Abstracts of papers can be downloaded from the LEWI web page at <http://www.hkbu.edu.hk/~lewi/publications.html>.

*Manuscript Submission:* Scholars in East-West studies at member universities who are interested in submitting a paper for publication should send an article manuscript, preferably in a Word file via e-mail, as well as a submission form (available online) to the Series Secretary at the address below. The preferred type is Times New Roman, not less than 11 point. The Editorial Committee will review all submissions. The Institute reserves the right not to publish particular manuscripts submitted. Authors should hear from the Series Secretary about the review results normally within one month after submission.

*Copyright:* Unless otherwise stated, copyright remains with the author.

*Editors:* Ah Chung TSOI, Director of LEWI; Emilie Yueh-yu YEH, Cinema & TV and Associate Director of LEWI.

*Editorial Advisory Board:* From HKBU: CHEN Ling, Communication Studies; Martha CHEUNG, English Language and Literature; Vivienne LUK, Management; Eva MAN, Humanities; TING Wai, Government and International Studies; WONG Man Kong, History; Terry YIP, English Language and Literature. From outside HKBU: David HAYWARD, Social Economics and Housing, Swinburne University of Technology (Australia).

*Disclaimer:* David C. Lam Institute for East-West Studies (LEWI), and its officers, representatives, and staff, expressly disclaim any and all responsibility and liability for the opinions expressed, or for any error or omission present, in any of the papers within the Working Paper Series. All opinions, errors, omissions and such are solely the responsibility of the author. Authors must conform to international standards concerning the use of non-published and published materials, citations, and bibliography, and are solely responsible for any such errors.

*Further Information* about the working paper series can be obtained from the **Series Secretary:**

David C. Lam Institute for East-West Studies (LEWI)  
Hong Kong Baptist University  
Kowloon Tong  
Hong Kong  
Tel: (852) 3411-7273; Fax: (852) 3411-5128  
E-mail: [lewi@hkbu.edu.hk](mailto:lewi@hkbu.edu.hk)  
Website: [www.lewi.org.hk](http://www.lewi.org.hk)

— 1990

1

1990

1999 2006

20 90

1999

30 30

(

)

1992

,

20 90

,

,

1999 2006

, 20 90

Saskia Sassen

(the

global city)

<sup>2</sup>

20 90

9

---

<sup>2</sup> “ ” the global city

Saskia Sassen. *The Global City: New York,*

*London ,Tokyo.* Princeton: Princeton University Press, 1991, pp.3-4.

20

2

—

—

**1.**

Chengdu,

Never Say Goodbye

3

4

---

3

4

Donald W. Jugenheimer and Gordon E. White. *Basic Advertising Cincinnati: College*

2. 20 90

5

—

—

2008

2010

---

*Division*, South-Western Pub. Co., 1991.

<sup>5</sup>

1989 74

(urban management)

6

7

20 90

2000

8

2003

.....

.....

—

6

7

8

—

2003

6

2002

11

2005

3.

9

10

\_\_\_\_\_

(place)

(space)

11

(Anthony

M. Orum)

\_\_\_\_\_

Isaac Balbus

12

13

14

9

1989 74

10

2001 504

<sup>11</sup> Lefebvre, H. *The Production of Space*. (trans.) Donald Nicholson-Smith. Oxford, Cambridge and Mass: Blackwell, 1991.

<sup>12</sup>

19-20

31

<sup>13</sup> Michel de Certeau. *The Practice of Everyday Life*. Berkeley, Los Angeles and London: University of California Press, 1984, pp.97-99.

<sup>14</sup>



(promotional

communication mix)

(marketing)

20 90

—

—

(space of

flow)

15

20 90

(Saskia Sassen)

(The Global City)

Baudrillard)

17

12'43") Chengdu China (1999 28'30") (2001 2003 5'00") (2004 6'35") 2003 (2006 6'35") 2006 — Chengdu, Never Say Goodby (2006 12'30") 2006 28

---

<sup>16</sup> Saskia Sassen. *The Global City: New York, London, Tokyo*. Princeton: Princeton University Press, 1991, pp.3-4.

<sup>17</sup> Anne Haila. "The Neglected Builder of Global Cities," in O.Kalltorp et al. eds., *Cities in Transformation—Transformation in Cities: Social and Symbolic Change of Urban Space*. Aldershot, Brookfield, Singapore and Sydney: Ashgate, 1997, pp.54-57.

18

,  
19

(the production of non-locality) <sup>20</sup>

---

18 “ ”

locality

translocal ,

“ ” non-

Arjun Appadurai  
Dimensions of Globalization  
deterritorialized

“ ”  
“ ”  
“ ” “ ”

the production of locality

Modernity at Large: Cultural

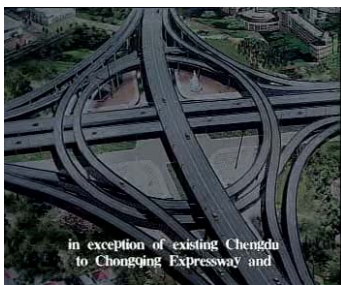
“ ”  
“ ” “ ”

“ ”

<sup>19</sup> Arjun Appadurai, *Modernity at Large: Cultural Dimensions of Globalization*. Minneapolis, Minn.: University of Minnesota Press, 1996.

<sup>20</sup> , “ ” “ ” 2007 11  
; “ ”

1.



.....

2.

( )



( )



3.



=

70

(John Logan)

21

21

19-20

31

4.





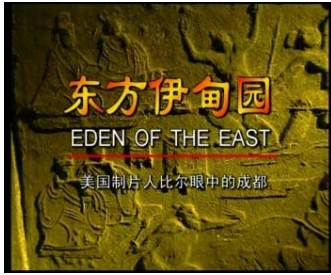
5.

( )



(





20 90

—

## Bibliography

- Appadurai, Arjun. *Modernity at Large: Cultural Dimensions of Globalization*. Minneapolis, Minn.: University of Minnesota Press, 1996.
- Castells, Manuel. "The Space of Flows: A Theory of Space in the Informational Society", paper presented in the conference "The New Urbanism", organized by Princeton University in October 1992.
- De Certeau, Michel. *The Practice of Everyday Life*. Berkeley, Los Angeles and London: University of California Press, 1984.
- Harvey, David. *Social Justice and the City*. London: Edward Arnold, 1973.
- Jugenheimer, Donald W., White Gordon E. *Basic Advertising Cincinnati: College Division*. South-Western Pub. Co., 1991.
- Lefebvre, H. *The Production of Space*. (trans.) Donald Nicholson-Smith, Oxford, Cambridge, Mass.: Blackwell, 1991.
- Sassen, Saskia. *The Global City: New York, London, Tokyo*. Princeton: Princeton University Press, 1991.
- Soja, Edward W. "Modern Geography, Western Marxism, and the Restructuring of Critical Social Theory" in (eds.) Peet, Richard, and Nigel Thrift, *New Models in Geography: The Political-Economy Perspective, Vol. 2*. London: Unwin Hyman, 1989.

—  
2005

—  
2005

1989

2001

No. 2 — :

2004

“ ” “ ”

2007 11

“ ”

2003

2002

11

Chengdu China 1999 28'30"

2001 12'43"

2003 5'00"

2004 6'35"

2006 6'35"

Chengdu, Never Say Goodby 2006 12'30"