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## A Glimpse into China's First Wave of Consumer Revolution: Globalization and Localization of Print Advertising in Republican China

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*This paper investigates two types of print advertising in Shanghai during the period of Republican China, using both content analysis and interpretative methods. The findings suggest that hybridization, globalization and localization, which are so typical in the context of*

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*contemporary China, may have their traces back to the turn of last century in Shanghai. Some of the lessons that should have been learned may still be valuable to today's marketers. A review of China's first encounter with global advertising may also shed light on advertising's role in transforming a society.*