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Expert on political economy of communication Dan Schiller talks about trends in Big Data, as well as simultaneous deficit and surplus of information.

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The Chinese government is cutting fossil fuel subsidies with the aim of discouraging energy consumption and reducing carbon emissions.



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Populism

Huge demographic imbalance, increasingly large wealth gap and social media are among the factors that make the emergence of populism unavoidable.

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Spring Festival Gala

Innovation will be the highlight of the upcoming event, themed on the Year of the Rooster in the Chinese zodiac.



Contacts

Tel: 0086-10-85886198
Fax: 0086-10-85886198
Email: csst@cass.org.cn

Address: 11-12 Floor, Tower 1,
Guanghua Road 15,
Chaoyang District, Beijing 100026,
P. R. China



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Top discoveries of 2016: New breakthroughs in archaeology

By YANG XUEMEI

The Chinese Academy of Social Sciences (CASS) announced the six selected archaeological findings of 2016 on Jan. 10 in Beijing.

The six discoveries are: the Niupodong cave site in Gui'an, Guizhou Province; the Banlashan cemetery of the Hongshan Culture in Chaoyang, Liaoning Province; the Neolithic Shijiahe site in Tianmen, Hubei Province; the Huangchengtai at the Shimao site in Shenmu, Shaanxi Province; the Bronze Age Jirentaigoukou site in Nileke, Xinjiang Uygur Autono-

mous Region, and the Xizhucun tomb of the Cao-Wei Period in Luoyang, Henan Province.

Through the excavation of the culturally rich Niupodong cave site, archaeologists established the first chronological framework extending from the late Paleolithic to early Neolithic period in central Guizhou. Tombs found in the site fill in the gaps of burials in prehistoric cave sites in the province and provide important clues for research on physical features of prehistoric humans. Moreover, excavations unearthed a microlith, a type of small stone tool, for the

first time in Guizhou, offering references for investigations into the emergence and spread of microlith craft in Southwest China.

The dig at the Banlashan cemetery fully revealed the process of layered stone tomb construction in the later period of Hongshan Culture, a Neolithic culture in Northeast China dating from about 4700 to 2900 BCE. The layout of the cemetery, structure of burials and unearthed relics are of great significance to research on the burial customs of the Hongshan Culture as well as the origin of the Chinese civilization.

A new batch of jade objects discovered in the Neolithic Shijiahe site in Tianmen, the largest prehistoric settlement ever found in the middle reaches of the Yangtze River, enrich studies on the course of the Chinese civilization. Common techniques employed on the unearthed jade artifacts, like circular engraving, openwork carving and bas-relief, represent the highest level of jade processing in prehistoric China and even East Asia.

The Huangchentai remains are the highest part within the larger Shimao walled site. Bronze knives and arrowheads uncovered from the remains mark another important discovery of early Chinese bronze. Evidence of a bone workshop was discovered in the northeast. These discoveries are enlightening for the exploration of the settlement structure at the top of Huangchentai and the structure of the social structure within the larger Shimao site.

The Bronze Age Jirentaigoukou site is the largest Bronze Age settlement in the Yili area of Xinjiang. Clay molds, clay air pipes, and slag and ash layers indicate that bronze making was one of the main activities in the site. Three pieces of iron blocks are among the earliest iron objects ever found in China and are illuminating for the research on the diffusion of iron-making techniques. More significantly, a large amount of coal and ash was found in some pits and houses. This is the earliest evidence of the use of coal in the world, predating previous discoveries by nearly 1,000 years.

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XINHUA

The picture shows pottery head sculptures unearthed in the Banlashan cemetery of the Hongshan Culture in Chaoyang, Northeast China's Liaoning Province, one of the six selected archaeological discoveries for 2016.

Academics: Proactive integration vital to shift of role in global value chain

By WANG GUANGLU

Given China's status in the middle to low end of the global value chain, scholars have called on Chinese enterprises to proactively integrate into the international division of labor.

Their call came at a recent symposium on "China's Integration into the International Value Chain Under the Open Economy" at the Nanjing University of Finance and Economics (NUFE) in East China's Jiangsu Province.

Generally, China remains at a low position within the global value chain, as demonstrated by its place on the "smiling curve," said Li Kunwang, a Cheung Kong Scholar designated by the Ministry of Education and distinguished professor from the School of Economics at Nankai University.

"When analyzing an industry or a product, we often see that

China is at the bottom or in the middle section of the curve, the two ends of which represent high-end and profitable fields, such as product research and development (R&D) and marketing," Li explained.

Zhang Weifu, a professor from the School of International Economics and Trade at NUFU, said that in the early stages of opening up, China depended on other countries for processing of raw materials and markets. Now the dependence has changed to R&D and markets.

"China's position in the international division of labor is inconsistent with its international trade volume, economic aggregate as well as its role as a major world economic power," said Yu Zuo, a professor from the Center for Industrial and Business Organization at the Dongbei University of Finance and Economics in Da-

lian, Northeast China's Liaoning Province. The inconsistency has to some extent affected the benign development of the Chinese economy, Yu added.

"We mostly engage in primary processing and manufacturing, and sell primary products. For example, the exploitation and preliminary processing of rare earth and magnesium yield low added value and profits while bringing burdens to the environment," Yu said, adding that some of the industries are still "selling resources and labor."

"We are facing the issue of how to climb from the middle-low position up to the middle-high end of the global value chain, thus achieving independence and freedom from external restrictions," Li said.

"Given that the standing of China has risen in the international value chain in recent years,

we need to take the initiative to promote the course, moving to the high end of the labor division system and seizing a vantage ground," Yu said.

Citing the example of rare earth and magnesium, Yu highlighted the necessity to intensify R&D, design and production of related high-end products, thereby improving added value and overcoming the dependence on selling raw materials and primary products.

Proactive integration is the precondition for climbing up the global value chain, Zhang said, adding that production, trade and investment are the three ways to integrate. Currently, many Chinese enterprises, which have begun to seek development opportunities in overseas markets by means of investment, are proactively integrating into the global value chain, he said.

"On the basis of integration, our ultimate goal should be to guide the international division of labor system and reshape the global value chain," Zhang said.