

U.S. election: the view from China

Chinese mainstream media have been busy analyzing America's misleading poll results in the aftermath of last week's U.S. elections. Media here have attributed Donald Trump's success to white-collar workers' support from both males and females, and his proactive use of social media, even though Hillary Clinton was endorsed by many American mainstream news organizations.

Some reports here have included analyses and predictions of Trump's policies, including the U.S. stance on global trade, geopolitics and partnership with American allies. As for Sino-U.S. relations, it is believed that it would be unlikely for Trump to impose a high tax rate on Chinese imports, as he claimed during the campaign, according to Xinhua, China's national news agency. On the other hand, Xinhua has indicated economic collaboration might go even further given Trump's background as a businessman.

Other coverage about Trump seems anecdotal. The *Beijing Youth Daily*, the capital's metropolitan newspaper, ran a story about Trump registering his last name and its Chinese translations as trademarks in 2006 when he was a businessman. However, "Trump" had been registered by a Chinese whose name is Dong. Trump appealed but in vain. According to reports here, Trump has 78 effectively registered trademarks in China relating to his name and businesses in insurance, finance and education.

In Chinese social media Weibo and Wechat, China's versions of Twitter and Facebook, Internet users seem to be fascinated by Donald Trump's daughter, Ivanka. She is portrayed as a supermodel, successful businesswoman and mom with three children, who is going to be the next America's First Daughter. Social media here report she is endowed with wealth

and beauty, though she still works diligently to get a diploma from a prestigious university, and that she rose to the current position in her father's company while also managing her own business. She is acclaimed by Chinese social media users as a role model for modern women – a success on both professional and familial levels.

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