

# BRICS Cultural Currents: From 'Chinamaxxing' to Brazilcore and Beyond

BRICS Culture · Answer Key · 10 Questions

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**1. The social media trend of 'Chinamaxxing,' involving the adoption of Chinese lifestyle habits, gained traction primarily due to a shift in Western perception of Chinese culture, moving from:**

- A) A marginalized 'other' to a mainstream model for living.**
- B) A historical enigma to a modern inspiration.
- C) A technologically advanced society to a traditional one.
- D) An economic rival to a cultural partner.

**2. In Brazil, the 'Brazilcore' trend signifies a global projection of Brazilian culture, emphasizing elements like national soccer jerseys, Havaianas flip-flops, and vibrant colors. This movement reflects a shift from:**

- A) Following global trends to setting them.**
- B) Regional fashion to international haute couture.
- C) Traditional music to electronic dance music.
- D) Local cuisine to Western fast food.

**3. South Africa's evolving cultural landscape is highlighted by a rise in multilingual households. What percentage of South African households spoke more than one language in 2022, indicating a growing linguistic diversity?**

- A) 9.4%**
- B) 3.5%
- C) 17.0%
- D) 1.3%

**4. The BRICS Media Forum aims to establish a counter-hegemonic media landscape by bringing together independent journalists and state media agencies. A key goal is to demolish Western information monopolies and provide emerging economies with:**

- A) Autonomy to steer their own narratives.**
- B) Access to Western media technologies.
- C) A platform for global news syndication.
- D) Financial support for independent journalism.

**5. In India, the 'Matcha Takeover' trend signifies a growing appetite for globally inspired wellness habits blended with everyday consumption. Matcha became popular as a:**

**A) Cleaner, calmer alternative to coffee.**

- B) Rich source of antioxidants.
- C) Traditional beverage for spiritual practices.
- D) Low-caffeine energy booster.

**6. Russia has seen evolving traditions in the 21st century. While traditional holidays remain, new Western influences have gained popularity, with which of the following becoming more common in urban centers?**

**A) Valentine's Day, Halloween, and Thanksgiving-themed events.**

- B) Ancient Slavic rituals and folk festivals.
- C) Communist-era celebrations and parades.
- D) Religious pilgrimages and fasting periods.

**7. The expansion of BRICS, particularly with the 2023 and 2024 additions, has led to discussions about a potential shift in global power. This expansion is seen by some as:**

**A) Expediting a rebalancing of global power away from the West.**

- B) Strengthening the dominance of existing Western institutions.
- C) Creating a purely anti-Western political alliance.
- D) Diminishing the economic influence of emerging markets.

**8. The 'New Chinese Style' is emerging as a lifestyle statement in China, characterized by:**

**A) The integration of traditional Chinese elements into contemporary fashion, food, and beauty.**

- B) A complete adoption of Western fashion trends and consumer goods.
- C) A focus on minimalist aesthetics and functional design.
- D) The revival of ancient Chinese martial arts and philosophy.

**9. South African fashion is being transformed by its rich heritage. Traditional elements like Ndebele patterns and Shweshwe fabric are being incorporated into:**

**A) Modern dresses, bomber jackets, and accessories.**

- B) Formal wear for diplomatic events only.
- C) Traditional ceremonial attire for specific tribes.
- D) Everyday sportswear and athletic wear.

**10. The New Development Bank (NDB), established by BRICS nations, aims to finance infrastructure and sustainable development projects. A key aspect of its strategy for 2022-2026 includes:**

**A) Expanding non-sovereign operations and local currency financing.**

B) Prioritizing loans exclusively for member state governments.

C) Focusing solely on renewable energy projects.

D) Investing in traditional manufacturing industries.