Creative language use in the forms of neologism, borrowing, substitution, pun, script manipulation, genre innovation, and so forth, in contemporary China shapes and reflects sociopolitical development in an increasingly globalized Chinese society and with a linguistic and cultural favor that is distinctively Chinese. This talk details some of the creative language use patterns and explains why they can be viewed as the direct result of the interplay of globalization, identity negotiation, as well as political struggle, among other factors.