



Listen to China's Voice Taste Chinese Culture

—“Chinese Bridge” Online Cultural Exchange Project

For more information,
please visit <http://english.jxufe.edu.cn/>

Listen to China's Voice, Taste Chinese Culture

Do you want to unveil the mystery of China, an eastern country with a long history?
 Or to meet the Chinese people known for their utmost hospitality and friendliness?
 Or to explore the story behind the wonderful Chinese language and characters?
 Do you have a keen interest in experiencing the time-honored Chinese culture?
 Or studying in dynamic China where economy is robust and life is convenient?
 Why not join the project “Listen to China’s Voice, Taste Chinese Culture” – the “Chinese Bridge” online group exchange course delivered by Jiangxi University of Finance and Economics (hereinafter referred to as JUFEE)?



Significance of the Project

The “Chinese Bridge” Online Cultural Exchange Project of JUFEE aims to enhance foreign young people's understanding of the Chinese language and culture, strengthen the exchanges of language education between China and other countries, resonate China’s voice and tell China's stories well, thus enabling people from more countries and other nationalities to understand Chinese culture, listen to China's voice and stories.

Project Profile

The “Chinese Bridge” Online Group Exchange Project of JUFEE has a capacity of 100 foreign people who desire to learn Mandarin and Chinese culture.

This project spans 16 days (including the opening ceremony and closing ceremony), during which 15 lectures will be conducted on Language, Overseas Students’ Life in China, Cultural Characteristics (I and II) and Contemporary China.

The project takes the form of “30-minute video lecture” and “30-60-minute real-time teaching or online activities” . The former will focus on a specific subject, while the latter will allow interactions among lecturer and students featuring Q&A and interesting activities.

After completing the video lectures and real-time coursework, you will get the course certificate issued by JUFEE. If you perform well, you will be awarded a certificate of the “Excellent Participant” .

The “Chinese Bridge”(Website: <http://bridge.chinese.cn/online/camp/camp/1181/accounts/blinding/10104>) is designated as the lecture platform where registration is required before February 20th. Please feel free to contact Mr. Yu/James should you have any questions. Contact Information:
 E-mail: yuyibing1980156@163.com; Wechat: [yyb544399375](https://www.wechat.com/qrcode/qr?qr=yyb544399375)

Project Schedule

Date	Beijing Time	London Time	Curriculum
March 1 st , Monday	16:00-17:00	8:00-9:00	Opening Ceremony: Listen to China's Voice and Taste Chinese Culture
March 1 st , Monday — March 15 th , Monday	17:00-18:00	9:00-10:00	Lecture 1 to Lecture 15 Real-Time Teaching + Online Activities
March 16 th , Tuesday	16:00-17:00	8:00-9:00	Closing Ceremony: Looking Forward to Your Coming to China

Course requirements

1. Please watch the video lecture in advance and attend the real-time course on time.
2. Please attend each session as planned and hand in your homework assignments on schedule.
3. Please inform lecturer of your absence in advance.

Course Introduction and Faculty



Lecture One

Extraordinary Mandarin

(March 1st, Monday)

Content of the lecture: You will understand the use of the Chinese language worldwide, recognize the linguistic differences between Chinese and English, as well as the bond between Chinese people and Chinese language culture. In addition, you can also learn some simple Chinese expressions and sentences frequently used in daily life.

Lecturer Profile: Yu Yibing, PhD in linguistics, lecturer of School of Humanities, JUFU, is mainly engaged in the teaching and research of modern Chinese grammar and has published more than 10 academic papers. He has been teaching for nearly twenty years and is teaching Comprehensive Chinese Course to international students now.



Lecture Two

Square and Upright Chinese Characters

(March 2nd, Tuesday)

Content of the lecture: You will learn about the origin, evolution and formation of the Chinese characters and understand the characteristics of current Chinese characters. At the same time, this lecture will dispel the stereotypical idea that Chinese characters are difficult to learn, and help you to learn and master about 50 Chinese characters.

Lecturer Profile: Zeng Xianfei, PhD in linguistics, associate professor and vice dean of School of Humanities, JUFU, is mainly engaged in Chinese teaching and research. He was awarded the title of "Top Ten Teachers in JUFU" and "JUFU Gold Medal Lecturer". From 2010 to 2015, he was sent abroad by the Ministry of Education, and once engaged in Chinese teaching and research in the University of South Africa, the University of Jordan and other foreign universities.



Lecture Three

Melodious Ancient Chinese Poetry

(March 3rd, Wednesday)

Content of the lecture: This lecture will cover the development of Chinese poetry and analyse the stylistic features of ancient Chinese poems: neat antithesis in form, conciseness of language and cadence in rhythm. A famous short poem "A Tranquil Night" composed by a romantic poet Li Bai will be taught as a sample to show how ancient Chinese poets expressed their nostalgia in sheer 20 simple Chinese words.

Lecturer Profile: Yu Yibing, PhD in linguistics, lecturer of School of Humanities, JUFU, is mainly engaged in the teaching and research of modern Chinese grammar and has published more than 10 academic papers. He has been teaching for nearly twenty years and is teaching Comprehensive Chinese Course to international students now.



Lecture Four

Overseas Students' Daily Life in China

(March 4th, Thursday)

Content of the lecture: This lecture will show you how two international students spend their day at JUFU from the first-person perspective, including dormitory, classroom learning, Chinese food, academic discussion, campus culture, physical exercise, online shopping and courier services at JUFU, recreation and entertainment, etc.

Lecturer Profile: Wang Qi, master of Arts, lecturer, is responsible for international students enrollment and management, and undertakes the teaching of English courses for overseas students. He is mainly engaged in the research of public diplomacy practice and theory, the research of teaching method and has published more than ten academic papers.



Lecture Five

Beautiful JUFE, Charming Jiangxi
(March 5th, Friday)

Content of the lecture:You will enjoy the entrenching scenery and imposing buildings on JUFE campuses. You'll also appreciate some well-known cultural landscapes, stunning natural scenes and cultural attractions in Jiangxi Province, namely Tengwang Pavilion, Jinggang Mountain, Lushan Mountain, Sanqing Mountain, Longhu Mountain, Mingyue Mountain, to name but a few.

Lecturer Profile: Zou Yongwen, Ph.D., professor, supervisor of M.A. students, is currently the dean of the School of Tourism and Urban Management of JUFE. His research directions include issues concerning agriculture, rural areas and farmers, institutional installment, tourism management, etc. He has published 8 monographs so far. He has been awarded the titles of “Ten Outstanding Youths at JUFE” and “JUFE Model Teachers in Professional Ethics” .



Lecture Six

Magic Facial Makeup, Amazing Peking Opera
(March 6th, Saturday)

Content of the lecture:You will learn the categories, history, artistic features and presentation forms of traditional Chinese opera. You will obtain knowledge of the type of roles, melody, performance, costumes and stage properties of Peking Opera, which will enhance your appreciation of the beauty of Peking Opera.

Lecturer Profile: Xiao Long, PHD in English Language and Literature, professor, director of Office of International Cooperation and Exchange, visiting scholar of the University of South Australia and the University of Alberta, Canada. She has been awarded “Young/Mid-aged Outstanding Teacher in Jiangxi Province” and “Top Ten Teachers in JUFE” . She is one of the first batch of teachers awarded “Model of Teachers in Professional Ethics” by JUFE. She serves as an expert for China’ s Ministry of Education’ s “Evaluation/Accreditation of Chinese-foreign Joint Institutions and Programs in China” .



Lecture Seven

Distinctive Chinese Food and Festivals
(March 7th, Sunday)

Content of the lecture:Through the study of this lecture, you will learn about the food culture of traditional Chinese festivals, as well as the relationship between food culture and communication culture. You will learn to flexibly use the Chinese vocabulary, grammar and expressions related to Chinese food culture in your daily communication.

Lecturer Profile: Xiong Zhoumengwei, PhD in linguistics, lecturer of School of Humanities, JUFE, is mainly engaged in the teaching and research of modern Chinese grammar. She is currently teaching Oral Chinese for foreign students.



Lecture Eight

Chinese Tea Ceremony—a Way of Self-cultivation
(March 8th, Monday)

Content of the lecture:You will learn some basics of Chinese tea culture and tea art, and obtain a general understanding of the origin and development of Chinese tea. At the same time, you can acquire some knowledge about the classification of Chinese tea bushes and tea producing areas.

Lecturer Profile: Ai Xiaoyu, PhD in management, lecturer of School of Tourism and Urban Management of JUFE, National Senior Tea Artist, won the title of “JUFE Gold Medal Lecturer” . She has been engaging in the research of culture and tourism management. The main courses she has been teaching include Traditional Culture and Modern Management, Chinese Tea Culture and Tea Art, Chinese Tea Culture and Tea Art (English), etc.



Lecture Nine

Lively and Colourful Porcelain Art
(March 9th, Tuesday)

Content of the lecture: You will learn the differences and relations between Chinese and Western porcelain, the history of Chinese porcelain and its production process. You will learn to appreciate some distinctive porcelain works (e.g., blue and white underglaze red porcelain, olive-green porcelain) as well. In addition, you can experience the unique “Jingpiao” Culture (Culture of Drifting artists in Jingdezhen, the porcelain capital of the world).

Lecturer Profile: Wu Yang, B.A. in applied psychology and M.A. in development psychology (Beijing Normal University), PhD in health education and communication (Johns Hopkins University), is currently a lecturer in the Department of Sociology of JUFU. Her main academic interest covers the health and development of children and adolescents.



Lecture Ten

Sun Tzu's Seven Strategic Principles for Managers
(March 10th, Wednesday)

Content of the lecture: Sun Tzu's *The Art of War*, considered “the most important and most famous military book in the world”, is of great significance to business managers. Based on some case studies, this lecture will delve into Sun Tzu's seven strategic principles. An innovative use of them will help you to triumph over your rivals in fierce business competition and achieve win-win results.

Lecturer Profile: Liu Aijun, PhD, professor, executive director of China Institute of Management Thought in JUFU, EMBA (Executive Master of Business Administration) lecturer. He specializes in Sun Tzu's Art of War, human resources management and leadership development. He has won the second prize of the first Chinese National Micro-lecture Contest. He has also been awarded many honors in JUFU, such as “Outstanding Teacher in Professional Ethics”, “Top Ten Teachers in JUFU”, “JUFU Gold Medal Lecturer” etc.



Lecture Eleven

Traditional Chinese Kung Fu (Martial Arts)
(March 11th, Thursday)

Content of the lecture: You will get a general idea of the mysterious Chinese martial arts, including the status quo of contemporary Chinese martial arts, the forms of Chinese martial arts, and its value in body building, health maintaining and self-defense. At the end of the lecture, you will grasp some simple movements for fitness and self-defense.

Lecturer Profile: Zhong Donggen, associate professor, lecturer of JUFU Physical Education School, has reached sixth Duan (9th Duan is the highest rank) in martial arts. He started practicing martial arts in 1991, successively selected for the Henan Provincial Sanda (also known as Chinese kickboxing) Team, Beijing Sport University Sanda Team and Chinese National Sanda Team. He mainly teaches Sanda and Tai Chi to undergraduate students, and Chinese martial arts to overseas students. He also serves as the deputy chief referee for Jiangxi Provincial Sanda Competition.



Lecture Twelve

Auspicious Chinese Knots
(March 12th, Friday)

Content of the lecture: Through this lecture, you will learn Chinese knots' long history, unique characteristics, rich and auspicious implications and widespread use, and thereby be able to appreciate different types of Chinese knots. Meanwhile, you'll not only learn some frequently used words and phrases related to the handicrafts, but also experience the fun of knitting Chinese knots yourself.

Lecturer Profile: Pei Zuhua, PhD in linguistics, lecturer of the JUFU School of Humanities. She mainly lectures on Intercultural Communication, Writing and Communication, and Chinese for international students. Her main research fields include Modern Chinese Grammar, Dialect Grammar and Chinese Education for international students.



Lecture Thirteen

China's Economy, Chinese Speed
(March 13th, Saturday)

Content of the lecture: You can understand why China initiated the Reform and Opening up initiative and its main implications. You will be marvelled at the great achievements accomplished in the past 40 years, as well as the characteristics and connotations of China's economic development at the current stage and the challenges confronting China.

Lecturer Profile: Wang Xiaoping, professor, supervisor of PhD candidates, former vice president of JUFE, is currently the executive vice president of the Xi Jinping Institute of Economic Thought in JUFE and the director of the Center for System and Economic Development Research. He is also a senior visiting scholar of Cambridge University in England. He has been honored with the title of "Expert of Outstanding Contributions" (2000) by the State Council and has been receiving special government allowances.



Lecture Fourteen

Welcome to Nanchang
(March 14th, Sunday)

Content of the lecture: You will have a preliminary understanding of Nanchang's physical geographical resources and cultural tourism resources. You will also learn about the basic characteristics and spatial-temporal distribution of tourist resources in Nanchang and the reasons for their formation. The teacher will show you the city's most distinctive superior tourist resources.

Lecturer Profile: Xiao Kun, PhD in literature (Hokkaido University in Japan), lecturer of School of Tourism and Urban Management, JUFE, Supervisor of M.T.A. students. His main research interests involve human geography and tourism geography. He has presided over and completed four international scientific research projects, and participated in the compilation of the Japanese book Study on Tsunan. So far, he has published more than 10 academic papers in Japanese, American, and Chinese academic journals.



Lecture Fifteen

Changes in Rural China
(March 15th, Monday)

Content of the lecture: You can gain an insight into the significant development and changes in various aspects in China's rural areas over the past 40 years, including material living standard, public service level, educational and medical facilities, ecological environment and cultural industry. You will surely feel the profound impact of the reform and opening up policy on China's rural areas.

Lecturer Profile: Jiang Guohe, PhD in sociology, professor, supervisor of PhD candidates, vice dean of JUFE School of Humanities. He was a visiting scholar of Arizona State University (2013-2014), and was employed as a part-time researcher for Global Centre for Applied Health Research in Arizona State University. He has published nearly 30 academic papers, presided over more than 20 research projects including some National Social Science Fund projects.

About JUFE

Jiangxi University of Finance and Economics (hereinafter referred to as JUFE), founded in 1923, is located in Nanchang, the capital city of Jiangxi Province. Jointly sponsored and governed by the Ministry of Finance, the Ministry of Education, and the Government of Jiangxi Province, JUFE is a higher institution which specializes in economics and management-related disciplines and enjoys a coordinated development with other disciplines such as law, engineering, humanities, sciences, philosophy, history and arts. JUFE has under its umbrella 16 teaching schools, namely the School of Business Administration, the School of Public Finance and Public Administration, the School of Accounting, the School of International Trade and Economics, the School of Economics, the School of Finance, the School of Statistics, the School of Information Management, the School of Tourism and Urban Management, the School of Software and Internet of Things Engineering (UF Software College), the School of Foreign Languages, the School of Humanities, the School of Law, the School of Art, the School of Physical Education and the School of Marxism Studies.

JUFE boasts four campuses under its name, covering a total area of 1.46 million square meters and a construction area of over 1 million square meters. The university has a collection of 8.62 million books. The campus encompasses beautiful scenery and unique landscapes and it is one of the 300 best greening units in China.

JUFE is committed to opening up and seeks to expand cooperation and partnership with more universities from overseas and beyond the borders. Currently, JUFE enjoys stable partnership with such 140 universities in 40 countries and regions as the New York Institute of Technology, University of Illinois at Urbana-Champaign (UIUC), the McMaster University, the University of Southampton, Audencia Business School, Monash University, University of Oulu, Aalborg University, Lisbon University Institute (ISCTE-IUL). In May 2016, the Confucius Institute, which was co-built in the University of Coventry in the UK, officially started to run.

Adhering to the motto of "Honesty, Vitality, Integrity and Tenacity" and its philosophy of "Dedication, Harmony and Perfection", JUFE has made great achievements in talent-cultivation, scientific research, community service and international exchanges, greatly contributing to the advancement of economy and society both locally and nationally. Now, JUFE is committed to building a distinctive high-level university of finance and economics.

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