

www.chinese4.eu

Chinese for Europeans



CHINESE
FOR EUROPEANS
欧洲人学中文

Chinese for Europeans

It's really worth it
Chinese is said to be the most spoken language in the world. It is also often thought to be very complicated and difficult to learn. To face the challenge we created the Chinese for Europeans project. Dedicated to Europeans and translated into all EU languages, the online platform is the best way for breaking barriers and starting the adventure with Chinese language and culture.

Chinese for Europeans uses a wide range of innovative ICT tools and up to date methodologies that make learning Chinese easy, enjoyable and accessible for everyone. You will have an access to all the materials free of charge.

Multiple methodologies
e-learning
mobile learning
micro learning
flash animations



provides free and easily accessible educational materials for Europeans travelling to China for personal, professional or educational reasons or simply as a tourist:

- facilitates contacts between EU citizens and Chinese immigrants, thereby encouraging intercultural relationships
- enhances the motivation and learning competencies of Europeans, enabling easy and simple access to learning Chinese

This is not just another introductory course in Mandarin Chinese. Our e-learning platform targets four learning groups: businesspeople, students, tourists and children, and offers different electronic modules with the targeted materials. The content provided specifically organized material to meet the needs the respective target groups. The medium through which each group is addressed varies accordingly, for example: children are attracted by interactive and lively exercises; busy businesspeople receive small chunks of material via email. Tourists can use their mobile device during their trip to ensure they have language support. Individually adapted electronic learning resources ensure an effective as well as entertaining process of learning.

Benefits of learning Chinese with Chinese for Europeans:

- It is an online course
- All materials are conveniently and easily accessible at any place and any time
- Learning Chinese becomes an enjoyable and successful experience
- The course is available in all 23 official languages of the European Union
- The course contains a basic module for all users and four additional modules specifically it has four tailored courses for children, students, businesspeople and tourists

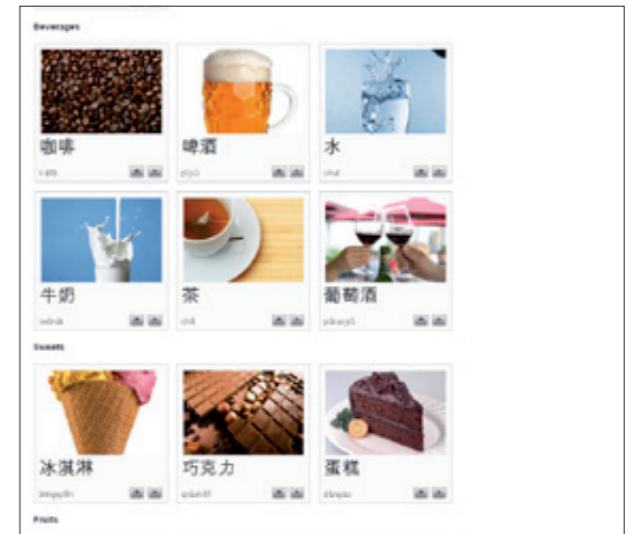


BASIC MODULE



for you

This is the basics module and provides necessary foundations for starting the adventure with the Chinese language. The basic module focuses on the key differences between European and Chinese languages, especially the difference in tonality. It teaches tones, characters, numbers, and basic vocabulary.





CHILDREN'S MODULE



for children

Breaking down barriers and getting used to learning Chinese from an early age is one of the objectives of the authors of Chinese for Europeans. With this in mind, the authors created a module especially for children which is a fantastic combination of learning through play. Games, calligraphy and animations make this module useful and fun for adults as well. Play along with Grandpa Wang, practise your calligraphy and listen to many useful conversations from our youngsters.

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www.children.chinese4.eu



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STUDENTS' MODULE

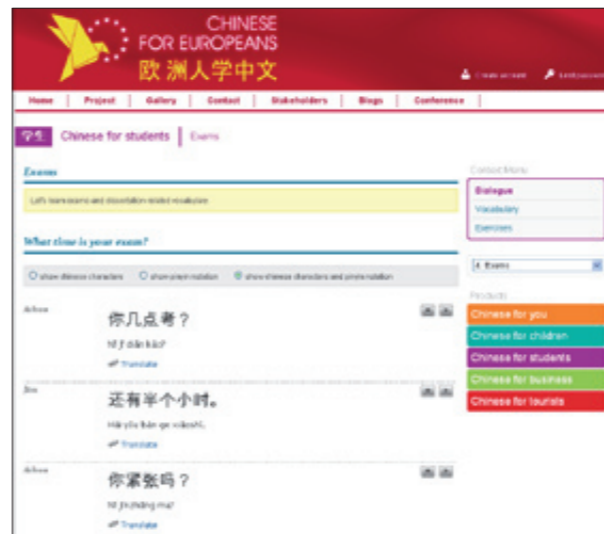


for students

Each module is tailored for specific groups and contains specific vocabulary focused on its respective needs. Chinese for students was developed to use asynchronous e-learning, and focuses mainly on communication situations related to student life, traveling abroad and education. It's very helpful especially for those students who are planning their education in China or a simple exchange such as Erasmus.



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www.chinese4.eu/chinese-for-students



www.chinese4.eu/chinese-for-students



BUSINESS MODULE



for business

This is a specialized module dedicated to entrepreneurs, in particular to the SME sector, and uses the methodology of micro learning. This form of learning allows even the busiest entrepreneurs to review material. Small portions of material are sent in emails at regular time intervals. The intervals are set by the learner and allow a tailored, systematic acquisition of the language. This methodology means that busy people with no time for regular language lessons can learn the specific vocabulary they need for their business environment.



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TOURISTS' MODULE

for tourists

Most likely, a course Chinese for Europeans will be very useful during a trip to China. The most innovative module dedicated for tourists is available on mobile devices, including smartphones. The module for tourists is a fantastic help during trips in China. You can download it from the website: chinese4.eu or just find it in Google Play or App Store. Chinese for tourists is a good friend who may save you from a communication oppression.



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www.chinese4.eu/chinese-for-tourists



www.chinese4.eu/chinese-for-tourists



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Francesca Bonati
Italy China Foundation

Creates Chinese courses especially those for Children. Francesca has established many international cooperations with institutions from China.

Chinese for Europeans

To take advantage of all modules of the course Chinese for Europeans, just set up an account at www.chinese4.eu, start learning, make friends with the Chinese language, and simply have fun with it. The website also contains useful information about cultural differences between the western and eastern traditions and practical advice on behavior during a trip to China. Download the publication: China. Things To Know Before You Go and start preparing your trip to China.



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