Language and Culture

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Reasons to learn Chinese

• Business
• Culture
• History
Why is Chinese so damned hard!

- Writing system
- No common alphabet
- Writing system is not very phonetic
- Cognates – no
- Dictionaries are complicated
- Wenyan – classical Chinese
- More than one romanisation
- Tonality
- Lack of common cultural reference
Why Chinese is easier than you think

- Type pinyin - computer translates into Hamzi.
- Recognise characters – use memrise.com
- Words-dictionaries – the PLECO app
- Tones take practice but are learnable.
The ICT input

- Apps
- online tutorials
- Skype coaching
- distance e-learning programmes
- Tablets
- www.hackingchinese.com
- www.fluentin3months.com/chinese
- www.chinesetools.eu/
The 3 keys to international understanding

Expectations

Communication style       Management style
Chinese culture

- Hierarchy and the respect culture
- the direct/indirect approach in oral communication
- the importance of patience and relationship building (guanxi)
- Etiquette issues
Confucius Institutes

- Nearly 1000 institutes
- Focus on US, Japan, Korea
- Focus on teaching Chinese
The opportunity for practice
The British Council

- Founded 1934
- The UK’s international cultural relations agency
- 200 offices
- Present in 100 countries
- Funded by grant in aid from FCO.
What does it do?

• Culture
• Libraries
• Scholarships
• Accreditation
• Examinations
• Language teaching

Through the medium of English

A 2—50 year investment
What should China do? Both it!

- Take over the world in English
- 730,000 students a year
- 450,000 graduates in China pa.

- Educate the world in Mandarin
- A 50-100 year investment
Thank you very much

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