

# Culture-Training



## Language and Culture

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Culture Training

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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

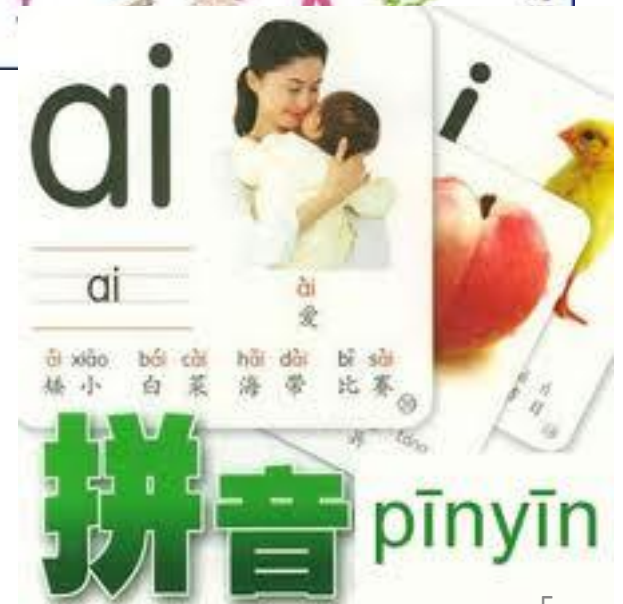
力量  
Strength

# Why Chinese is easier than you think

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- Type pinyin- computer translates into Hamzi.
- Recognise characters – use [memrise.com](http://memrise.com)
- Words-dictionaries – the PLECO app
- Tones take practice but are learnable.





# The ICT input

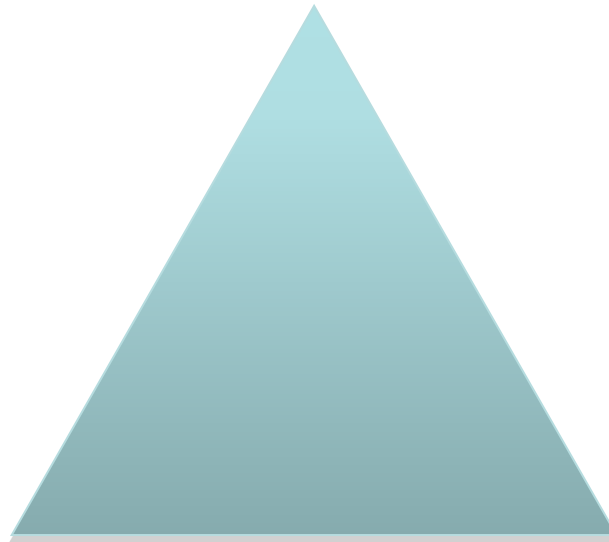
- Apps
- online tutorials
- Skype coaching
- distance e-learning programmes
- Tablets
- [www.hackingchinese.com](http://www.hackingchinese.com)
- [www.fluentin3months.com/chinese](http://www.fluentin3months.com/chinese)
- [www.chinesetools.eu/](http://www.chinesetools.eu/)



# 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



Top institute of learning: Confucius Institute, NTU, is housed at the NTU@one-north campus and has facilities such as lecture rooms, reading rooms, a resource centre and recreation zones. It frequently hosts top scholars from around the world

# Thank you very much

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