



江西财经大学
JIANGXI UNIVERSITY OF FINANCE AND ECONOMICS

AccessChina, AccessJiangxi

—“Chinese Bridge” Online Cultural Exchange Project

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 as a higher institution of finance and economics focuses on economics and management and simultaneously promotes the coordinated development of law, engineering, humanities, science, and arts. JUFE has 17 teaching schools, including School of Business Administration, School of Public Finance and Public Administration, School of Accounting, School of International Trade and Economics, School of Economics, School of Finance, School of Statistics, School of Information Management, School of Tourism and Urban Management, School of Software and Internet of Things Engineering (UF Software College), School of Foreign Languages, School of Humanities, School of Law, School of Art, School of Physical Education and School of Marxism Studies.

JUFE has 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 boasts 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.

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

Access China, Access Jiangxi

Jiangxi, a provincial administrative region in China, is known as the "land of fish and rice". Jiangxi is a window for you to discover, understand and fall in love with China. "Access China, Access Jiangxi" in 2021 is the second season of the "Chinese Bridge" online group exchange course of Jiangxi University of Finance and Economics, and a sequel to "Listen to Chinese voice, Taste Chinese Culture" in 2020. On the basis of the previous season, you will go deeper into the unique urban atmosphere and traditional culture of Jiangxi Province.

Significance of the Project

The "Chinese Bridge" Online Group Exchange Project of JUFEE aims to enhance foreign people's understanding of the Chinese language and culture, strengthen the exchange of language education between China and other countries, thus enabling people from more countries and other nationalities to understand Chinese culture, China's national conditions, China's stories.

Project Profile

The "Chinese Bridge" Online Group Exchange Project of JUFEE plans to recruit 120 foreign teenagers who have the need of learning Mandarin and understanding Chinese culture.

This course spans 11 days (including the opening ceremony and closing ceremony). It consists of 10 lectures, which are divided into 2 sections according to the themes of courses: Language, Cultural Characteristics. The course adopts the teaching methods of "video lecture" and "real-time teaching plus online activities". Each video lecture lasts about 30 minutes, in which the lecturer teaches relevant contents about a specific subject. Every session of real-time teaching plus online activities takes about 60 minutes, during which the teacher would interact with students online to organize interesting activities, answer students' questions, and expand their knowledge about the topic.

The program is free! After completing the video lessons and real-time course work, you can get a completion certificate issued by JUFEE. If you perform well, you will be awarded a certificate of the "Excellent Camper".

The "Chinese Bridge" (Website: <http://bridge.chinese.cn/online/camp/school/10104>) is designated as the lecture platform where registration is required before February 10th, 2022.

Please feel free to contact Mr. Yu/James should you have any questions.

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Date	Beijing Time	London Time	Curriculum
February 18 th , Friday	16:00-17:00	8:00-9:00	Opening Ceremony: Access China, Access Jiangxi
February 18 th , Friday to February 27 th , Sunday	17:00-18:00	9:00-10:00	Lecture 1 to Lecture 10 Real-Time Teaching (video lessons should be finished in advance)
February 28 th , Monday	16:00-17:00	8:00-9:00	Closing Ceremony: Welcome to Jiangxi

Course Requirements

1. Please watch video lessons in advance and participate in the real-time courses on schedule.
2. Please be attentive during the classes and hand in your assignments on time.
3. Please ask for leave in advance if you cannot attend the class.

Course Introduction and Teaching Staff

<p>Lecture 1: Introduction to Mandarin (February 18th, Friday)</p> <p>Teacher of the lecture: YU Yibing, Ph.D., master supervisor. Content of the lecture: Through this lecture, you will understand the current situation of the use of Chinese language worldwide, and will also recognize the linguistic differences between Chinese and English, as well as the relationship between Chinese language and Chinese culture. In addition, you can also learn some simple Chinese expressions and sentences frequently used in daily life.</p>	<p>Lecture 2: Square and Upright Chinese Characters (February 19th, Saturday)</p> <p>Teacher of the lecture: ZENG Xianfei, Ph.D., associate professor, master supervisor, and deputy dean of the School of Humanities. Content of the lecture: Through the study of this lecture, you will learn about the origin and evolution of Chinese characters, understand the method of Chinese character formation and 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.</p>
<p>Lecture 3: Charm of Chinese Calligraphy (February 20th, Sunday)</p> <p>Teacher of the lecture: YE Hui, MA, lecturer, good at Chinese calligraphy. Content of the lecture: Through the study of this lecture, you will understand the artistic connotations, stylistic characteristics and laws of Chinese calligraphy, and master some simple skills of calligraphic writing and appreciation.</p>	<p>Lecture 4: Rich Connotations of Chinese Idioms (February 21st, Monday)</p> <p>Teacher of the lecture: XIONG ZhouMengwei, Ph.D., master supervisor. Contents of this lecture: Through the study of this lecture, you will understand the definition and classification of idioms, and further understand the grammatical rules and semantic features of Chinese idioms. You will familiarize yourself with the cultural knowledge contained in some idioms, and actively use idioms to communicate in daily life.</p>
<p>Lecture 5: Chinese Alcoholic Drinks: History and Varieties (February 22nd, Tuesday)</p> <p>Teacher of the lecture: XU Jia, PhD, master supervisor. Contents of this lecture: Through the study of this lecture, you will understand the origin and development of Chinese alcoholic beverages, their brewing and classification, and then understand the Chinese drinking etiquette and customs, taste the crystallization of Chinese wine blended with Chinese literature like poems in the form of SHI and CI on alcohol. This lecture will take you to explore the colorful, mellow and long history of Chinese alcohol culture.</p>	<p>Lecture 6: Lively and Colourful Porcelain Art (February 23rd, Wednesday)</p> <p>Teacher of the lecture: WU Yang, PhD, master supervisor. Content of the lecture: Through this lecture, you will learn about 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) of Jingdezhen City, the porcelain capital of the world, and feel the local artistic atmosphere.</p>
<p>Lecture 7: Auspicious Chinese Knots (February 24th, Thursday)</p> <p>Teacher of the lecture: PEI Zuhua, PhD, master supervisor. Content of the lecture: Through this lecture, you will learn to understand Chinese knots' long history, unique characteristics, rich and happy 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 handicraft, but also experience the fun of knitting Chinese knots yourself.</p>	<p>Lecture 8: Urban Life: Fast-paced v.s. Slow-paced (February 25th, Friday)</p> <p>Teacher of the lecture: XIAO Long, PhD, Professor, Director of International Cooperation and Exchange Office. Contents of this lecture: Through the study of this lecture, you will understand the rhythm of urban life in Nanchang, the capital city of Jiangxi. You will experience the contrast between fast-pace and slow-pace lifestyles, walk into the real life of Nanchang people: their food, clothing, housing, travel, shopping and entertainment.</p>
<p>Lecture 9: Rural Life: Dynamic but Serene (February 26th, Saturday)</p> <p>Teacher of the lecture: JIANG Guohe, Ph.D., professor, Ph.D supervisor, and deputy dean of the School of Humanities. Contents of this lecture: Through the study of this lecture, you can understand the harmony dynamic development and static of rural life in China for the past 40 years. In terms of material living standards, public service, education and medical facilities, ecological environment and cultural industries, China's rural areas have undergone earth-shaking development and changes, while they remains unchanged in harmonious neighbourhood relations, simple character, tranquil pastoral scenery, and familiar taste of hometown.</p>	<p>Lecture 10: Overseas Students at JUFEE: Campus Life and Travel (February 27th, Sunday)</p> <p>Teacher of the lecture: ZOU Yongwen, PhD, professor, master supervisor, and dean of the School of Tourism and Urban Management Contents of this lecture: By watching this lecture, you will closely experience the study and life of foreign students in Jiangxi University of Finance and economics, as well as the campuses of Jiangxi University of Finance and economics. You will also enjoy some famous cultural landscapes, natural features and cultural attractions in Jiangxi Province from a distance, such as Tengwang Pavilion, Jinggang Mountains, Lushan Mountain, Sanqing Mountain, Longhu Mountain, Mingyue Mountain, etc.</p>