

SPECIAL INVITATION TO ALL

UniSZA-Global Hanyu CHINA CULTURE WEEK

(In conjunction with Convocation Week)

July 24 – 31, 2010 • 9am to 9pm

GONG BADAK CAMPUS, KUALA TERENGGANU

DEWAN KULIAH UTAMA FOYER

"Seek knowledge even in China"

Utlubul 'ilma wa law bis-Sin

学问虽远在中国，亦当往求之

Xuéwèn suī yuǎn zài Zhōngguó, yì dāng wǎng qiú zhī



يونيسيتي سلطان زين العابدين
UNIVERSITI SULTAN ZAINAL ABIDIN
ILMU DEMI FAEDAH INSAH





PRESS RELEASE

UniSZA and The Confucius Institute @ Shanghai Jiao Tong University - Global Hanyu & Culture Center will be launching the CHINA CULTURE WEEK at the Gong Badak Campus of UniSZA from 9am to 9 pm, July 24-31 2010 at the Foyer of Dewan Kuliah Utama, Campus Gong Badak, Kuala Terengganu.

This is SJTU-GHCC's effort to support UniSZA's Mandarin Teaching activities and to deepen Malaysian's understanding of contemporary China; this is a goodwill gesture from the Confucius Institute@SJTU-GHCC. This major outreach effort of the Confucius Institute to take this high tech exhibition to Kuala Terengganu is the first time ever in Malaysia. This 9-days long event will be held in conjunction with the UniSZA's Convocation week; it will showcase Chinese language & culture exhibition and a high tech China Exploratorium using touch screen technology from China.

Deputy Director of SJTU-GHCC, Mr K C Ong outlined the center's objective in organizing this initiative:

- To commemorate the 35th Anniversary of Malaysia-China relations: Terengganu is the leading Muslim state in Malaysia; Terengganu's relation with China dates back hundreds of years; UniSZA has a large Mandarin program where some 400 students are studying Mandarin from two teacher from China. It is SJTU-GHCC's mission to further support this effort.
- The non-profit Confucius Institute is entrusted **with the mission to assist local communities to develop Mandarin teaching and learning capabilities.** This is a global initiative of Hanban to support learners and teachers working through its 390 Confucius Institute and Confucius Classrooms. Our mission is to help teachers, schools, language centers, companies and individual learners access the latest learning tools, material and methodology in mastering the language.
- To dialogue with young people, parents and the business community in Terengganu on the emerging opportunities in Asia arising from an emerging China. It is therefore important for Malaysians to update and understand the latest developments in China; and to experience the various milestones in the development of the People's Republic of China; this understanding will help individuals, companies and local communities to access the new opportunities associated with China.
- **ALL ARE WELCOME, For Further information on participation:**
<http://www.globalhanyu/UniSZA> or speak to counselor at Tel :+603.7954 7485.

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9am to 9pm

Campus Gong Badak, Kuala Terengganu,

Foyer of Dewan Kuliah Utama

nǐ hǎo mǎ lái xī yà
你好，马来西亚！

***Chinese Language & Culture Exhibition in
Kuala Terengganu***

UniSZA and The International Council for the promotion of Mandarin learning abroad (Hanban) through the Confucius Institute @ Shanghai Jiao Tong University - Global Hanyu & Culture Center will be launching the above exhibition at the Gong Badak Campus of UniSZA from July 21-29 2010. This is to support UniSZA's Mandarin Teaching activities and to deepen Malaysians' understanding of Contemporary China; this is a goodwill from the Confucius Institute @ SJTU-GHCC.

Objectives:

- To commemorate the 35th Anniversary of Malaysia-China relations;
- The non-profit Confucius Institute is entrusted **with the mission to assist local communities to develop Mandarin teaching and learning capabilities.** This is a global initiative of Hanban to support learners and teachers working through its 390 Confucius Institute and Confucius Classrooms. Our mission is to help teachers, schools, language centers, companies and individual learners access the latest learning tools, material and methodology in mastering the language.
- To update and understand the latest developments in China; and to experience the various milestones in the development of the People's Republic of China; this understanding will help individuals, companies and local communities to access the new opportunities associated with China.

Background:

Mandarin is becoming a rising strategic language for the world today; more than 100 million foreigners are learning standard Putonghua (the national language of the People's Republic of China). Increasingly when the Chinese economy integrates closer with the world; there will be greater need of the outside world to communicate with the rising 1.2 billion consumers in the mainland. Today; 700 million phone users and more than 150 million internet users and bloggers only use the Chinese language in their communication. It has become a vital strategic initiative for nations around the world to develop and strengthen their internal infrastructure to learn the Mandarin language; an essential tool today to help them access China and the new opportunities. Confucius Institute @ Shanghai Jiao Tong University - Global Hanyu & Culture Center is committed to develop learning and teaching capabilities of Mandarin among Malaysians, especially non-Chinese Malaysians.

Components of the Event:

- **CHINA Exploratorium:** This exhibition will showcase contemporary Chinese developments, expressed through touch screen technology presenting interactive Chinese culture through 50 inches touch screen plasma, speakers and CPU with mobile track system imported from China and transported to the Gong Badak campus for the 9 days. The equipment will show case Chinese cuisine, Chinese ancient philosophy; Advanced Chinese science and technology, Chinese characters, Chinese folk music,

Chinese paper cutting, Beijing opera, Chinese Kungfu and Changing Chinese cities.

- **Mandarin Learning & Teaching materials** – a wide range of learning and teaching tools to a wide section of learners will be on display. Multimedia tools will be showcased. Of special interest is the mobile Chinese Culture and language experiential center which will demonstrate various aspects of Chinese language and culture via touch screen televisions and multi media.
- **China Now Film Festival:** A collection of outstanding documentary films on contemporary China happenings will be screened free to the public during the duration of the event. These award-winning titles will share life in China post 1979; highlighting the tremendous development the nation has advanced since its reform and opening.
- **Great Wall Chinese Multi media learning Center** – participants can also experience a self-learning using multi media at the fair.
- **Thematic teaching by SJTU-GHCC Senior teachers** – 4 of our senior teachers will be on site to conduct language and cultural sessions to help the students better appreciate Chinese culture. Halal Chinese Jiaozi wrapping sessions; songs and dance and Impressions of the Shanghai Expo 2010 would be among the highlights of the 7-day thematic teaching program.

EXPERIENCE THE NEW CHINA THROUGH HIGH TECHNOLOGY



A Black American woman became the first foreigner to perform the Beijing Opera, A pair of Irish girls did a duet in flawless Mandarin, An English man strikes out in Kungfu to the beat of famous CantoPop..... the fantastic opening of the Olympics, the completion of the world's highest railway, the Tibet-Qinghai Railway, China's space mission; Shanzai mobile phones, Kungfu Panda.....all these and more signals the arrival of the RENAISSANCE of the DRAGON. In 2009 China celebrated the 60th anniversary of the founding of the new republic as well as the 30th anniversary of the reform and opening. In front of the world's eyes is the emergence of a vibrant dynamic China eager to embrace The New China Dream.

What does it implies for you, your children and their future?

How should young people in Malaysia and in Southeast Asia adjust to the new world order now increasingly influenced by the Chinese and events in China? What new competence must our young people developed in order to participate in the opportunities of the New China?

In conjunction with the Convocation Week, from July 24-31; (Convocation is on July 26 and 27) UniSZA with the support of Confucius Institute @ Shanghai Jiaotong University - Global Hanyu & Culture Center will present the following get-to-know the New China event in our "Nihao Malaixiya" exhibition:

- Get to know the New China through high technology: 50 inches Touch Screen Television will be on display, providing an interactive experience for visitors to experience *China's changing cities; Chinese Cuisine, Calligraphy, Kungfu and Classical Philosophy, Chinese characters, Chinese music* etc. The equipments to showcase these cultural contents showcase high technology made in China. A comprehensive range of Chinese Language & Culture Learning and Teaching Materials; here you will see a display of the latest publications of tools in learning Mandarin, including the GREAT WALL CHINESE (GWC) self study multi media system, learners are invited to try out the system.
- Screening of DOCUMENTARY FILMS. Daily between 9am to 9pm, a series of documentary film will be screened in an OPEN CINEMA held at Dewan Kuliah Utama: The screening schedule is as follows:

Date/Time	9.00am	12.30pm	3.00pm	5.30pm
24-Jul Saturday	Dashan Teach Hanyu	北京奥运开幕 The Beijing Olympic Games 2008 Opening Ceremony		汉语桥 Chinese Bridge
25-Jul Sunday	Dashan Teach Hanyu	青藏铁路 The Tibetan Railway: <i>The Modern Wonder</i>		为中国而设计 Design for China
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- SCHEDULE FOR THEMATIC TEACHING

10am-12noon	24-Jul (Sun)	25-Jul (Mon)	26-Jul (Tues)	27-Jul (Wed)
Donging & Cui Shuang Laoshi	Tai Chi Chuan	Sign Language + Sing: Grateful Heart	How to eat kaoya, at the airport, bargain	Let's Wrap Jiaozi
10am-12noon	28-Jul (Thurs)	29-Jul (Fri)	30-Jul (Sat)	31-Jul (Sun)
Changxin Laoshi	Fun of Learning Chinese Characters	Game Class	Chinese Knowledge Competition	About Expo Shanghai 2010

新闻稿

苏丹再纳阿比丁大学和全球汉语孔子学院将从2010年7月24日到7月31日于瓜拉登嘉楼的Gong Badak校区联合举办一场“中国文化周”活动。

为了协助苏丹再纳阿比丁大学的汉语教学项目及深化马来西亚人对现代中国的了解,全球汉语孔子学院决定策划本次活动。带着这些美好愿望,全球汉语孔子学院将会把一些高科技设备运至瓜拉登嘉楼,这将是第一次在马来西亚用高科技设备来展示中国文化的活动。配合大学毕业典礼,本次为期9天的活动得到了苏丹再纳阿比丁大学的大力协助,活动将会使用“中国制造”的触屏科技来展示中国的语言和文化,让参观者感受现代中国的气息。

全球汉语孔子学院执行总监王坚前先生概括了本次活动的目标:

- 纪念马中建交36周年及中华人民共和国成立61周年:登嘉楼是马来西亚最重要的穆斯林占人口多数的州;登嘉楼和中国的关系可以追溯至几百年前;苏丹再纳阿比丁大学有一个参与人数众多的汉语课程项目。全球汉语孔子学院一定会竭尽全力去支持这一不凡的努力。
- 非盈利的孔子学院以协助提升本地社区的汉语教育和学习能力为宗旨。目前由中国国家汉办赞助的孔子学院和孔子课堂在全世界已经建立了390多所/间,其目的就是帮助世界各地的教师、学校、语言中心、公司和个人的学习者取得汉语学习的最新教具、教材及教学方法。
- 在登嘉楼和年轻人,父母及商业社团进行关于如何从崛起的中国获取机会的对话。本次活动对马来西亚人来说,是一个难得的机会,通过此次活动可以使马来西亚人民更加深入的了解现代中国的发展,从而让个人,企业和本地社区受惠于中国的崛起和发展。

欢迎所有感兴趣者,详情请登录: <http://www.globalhanyu/UniSZA>

联系人:王坚前先生,全球汉语孔子学院执行总监 邮箱: kcong@globalhanyu.com



诚邀所有感兴趣者

苏丹再纳阿比丁大学-全球汉语孔子学院

中国文化周

(配合苏丹再纳阿比丁大学毕业典礼)

2010年7月24至31日

上午九点至晚上九点

Campus Gong Badak, Kuala Terengganu,

Foyer of Dewan Kuliah Utama

nǐ hǎo mǎ láo xī yà 你好，马来西亚！

中国语言和文化展@瓜拉登嘉楼

苏丹再纳阿比丁大学和中国国家汉语对外推广领导小组办公室（汉办）通过全球汉语孔子学院（马来西亚）会于2010年7月24日到2010年7月31日在瓜拉登嘉楼的Gong Babak校区举办中国语言和文化展。本次活动的目的是为了支持苏丹再纳阿比丁大学的汉语教学活动及加深马来西亚人民对现代中国的了解而举办的，由全球汉语孔子学院提供技术和学术支持。

目标：

- 纪念马中建交36周年及中华人民共和国成立61周年：登嘉楼是马来西亚最重要的穆斯林占人口多数的州；登嘉楼和中国的关系可以追溯至几百年前；苏丹再纳阿比丁大学有一个参与人数众多的汉语课程项目。全球汉语孔子学院一定会竭尽全力去支持这一不凡的努力。
- 本次活动对马来西亚人来说，是一个难得的机会，通过此次活动可以使马来西亚人民更加深入的了解现代中国的发展，从而让个人，企业和本地社区受惠于中国的崛起和发展。

背景介绍：

目前，汉语对全世界来说，已经变成了一种越来越重要的战略语言，近1亿的外国人正在学习标准普通话（中国官方语言）。随着中国经济和世界的接轨，中国以外的地区对通晓汉语者的需求也变得越来越大。今天，中国的手机使用者有7亿，互联网用户有3亿，均居世界第一，他们的使用语言都是汉语。全世界都意识到了学习汉语和了解中国的必要性，汉语作为战略语言的重要性日益显现出来。全球汉语孔子学院的任务就是在马来西亚推广汉语普通话，尤其是针对非华裔的马来西亚人。

活动内容：

- 中国探索：现场会有50寸的“中国制造”纯平触屏电视，使参观者可以更直接地了解中国的现代发展，活泼有趣的互动项目更会给参观者留下深刻的印象。展示内容包括：中国美食，中国古代智慧，现代中国科技，中国书法，中国民乐，剪纸，京剧，中国功夫和变化中的中国城市等等。
- 汉语教和学的资料：有多种涵盖各个方面的汉语学习及教学资料会在本次活动中展出。各种多媒体教学工具也会相应展出。活动也会演示由触屏电视及多媒体软件支持的远程中国文化和语言体验。
- 现在中国电影展：由主办方精选出优秀有关现代中国发展的纪录片会在展览期间向公众播放，让观众对改革开放后的中国有一个重新的认识。
- 长城汉语多媒体学习中心：参观者在展出期间可以体验汉语的自学多媒体软件学习。
- 资深全球汉语孔子学院老师的主题教学：4位资深教师会进行主题教学，以帮助学习更好的了解中国文化，激发学习汉语的热情。包清真馅儿的饺子，歌曲和舞蹈，以及上海世博介绍等内容都包括在本次主题教学的项目内。

在高科技中体验新中国



有史以来首次在京剧舞台上出现的黑人“史太君”，一对爱尔兰女孩用流利的中文进行的二重唱演出，一位英国男士把功夫和粤语歌曲结合起来的创新演出，，，无与伦比的北京奥运会开幕式，世界上海拔最高的铁路—青藏铁路的完工，中国的航天载人飞船的顺利返回，山寨手机，功夫熊猫，，，，所有这些都昭示着一个主题，那就是中国龙的觉醒和复兴。2009年中国举行了盛大的阅兵式来庆祝中华人民共和国成立60周年华诞，同时2009年也是中国改革开放政策30周年纪念。在世人面前，中国这个庞然大物正在努力实践着“新中国”的一切美好梦想。

所有在中国发生的这一切，对您，您的孩子，以及你们的未来意味着什么呢？

东南亚和马来西亚的年轻人应该如何去面对这一被中国深深影响了的世界新秩序呢？为了从中国崛起中占尽先机，我们的年轻人应该有什么能力呢？

苏丹再纳阿比丁大学将于7月26日和27日举办一场大型会议，为了配合本次会议，全球汉语孔子学院决定呈现一场主题为“您好，马来西亚”的展览，以让更多的马来西亚人了解现代中国的发展：

- 通过高科技来认识新中国：50寸的触屏电视为参展者提供了丰富多彩的互动体验
变化中的中国城市，中国美食，书法，功夫和古典哲学，中国汉字，中国音乐等等。从中国运至马来西亚的这些高科技设备会带给所有的参观者一个不一样的感受。除此之外，大量的有关中国语言和文化的教学书籍会在本次活动中展出，其中包括长城汉语自学多媒体系统，我们欢迎所有感兴趣的学习者的光临。

- 中国优秀纪录片播放。每天从上午九点到晚上九点，一系列的纪录片将会在Dewan Kuliah Utama播放，纪录片目录如下：

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