



LESSON B.4

PROPAGANDA IN CHINA

在中国的宣传

ZÀI ZHŌNGGUÓ DE XUĀNCHUÁN

REVISION B.3



- Share with the class a **memorable word or phrase** you have learned from the last lesson.
- Working as a pair, make up a **simple but meaningful dialogue** that must consist with the memorable words or phrases given by both of you.
- Below is an example:

fruit
水果
shuǐguǒ

eat egg friend rice
吃鸡蛋炒饭
chī jīdàn chǎofàn

我喜欢水果。
wǒ xǐhuān shuǐguǒ



我们先吃鸡蛋炒饭吧！
wǒmen xiān chī jīdàn chǎofàn ba

然后吃水果。
ránhòu chī shuǐguǒ

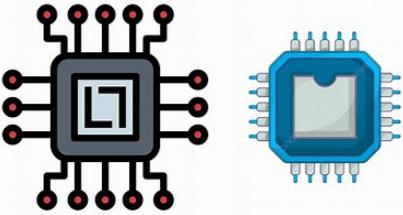


DESCRIBE AN OBJECT



猜一样东西 cāi yīyàng dōngxī

					
摩登 / 现代的 módēng / Xiàndài de	古董 gǔdǒng	收藏品 shōucáng pǐn	日常使用 rìcháng shǐyòng	一次性的/用完即弃 yīcì xìng de / yòng wán jí qì	可吃的 kě chī de

					
电子的/电子产品 diànzǐ de / diànzǐ chǎnpǐn	浴室配件 yùshì pèijiàn	厨房用具 chúfáng yòngjù	厨房电器 chúfáng diànqì	家具 jiājù	床上用品 chuángshàng yòngpǐn

CLASSROOM EXERCISE: GUESS AN OBJECT



猜一样东西 cāi yī yàng dōng xī

- Pick an object near you. Don't show it to the group yet. Try to describe it and let others guess what it is.
- The rest of the group may ask questions.

这是.....
zhè shì...

这个很.....
zhè ge hěn...

它有.....
tā yǒu...

我用它来.....
wǒ yòng tā lái...



它没有.....
tā méi yǒu...

它看起来像.....
tā kàn qǐ lái xiàng...

HOW MUCH DO YOU KNOW ABOUT CHINESE PROPAGANDA THEMES?



- True or False 对或错 (*duì huò cuò*):

		对 <i>duì</i>	错 <i>cuò</i>
1	中国不是威胁。 <i>zhōngguó bùshì wēixié</i>		
2	中国将美国视为对手。 <i>zhōngguó jiāng měiguó shì wéi duìshǒu</i>		
3	中国想成为房间里那只重600磅的大猩猩。 <i>zhōngguó xiǎng chéngwéi fángjiān lǐ nà zhǐ zhòng 600 bàng de dà xīngxīng</i>		
4	孔子学院帮助传播中国文化。 <i>kǒngzǐ xuéyuàn bāngzhù chuánbò zhōngguó wénhuà</i>		
5	孔子学院是“中国对外宣传战略的一部分”。 <i>kǒngzǐ xuéyuàn shì “zhōngguó duìwài xuānchuán zhànlüè de yībùfèn”</i>		
7	中国的宣传有助于促进社会和谐。 <i>zhōngguó de xuānchuán yǒu zhù yú cùjìn shèhuì héxié</i>		



中央委员会宣传部 (中宣部)

zhōngyāng wěiyuánhùi xuānchuán bù (zhōng xuān bù)

- 中国政府利用宣传来影响人民的观点。
zhōngguó zhèngfǔ liyòng xuānchuán lái yǐngxiǎn rénmin de guāndiǎn
- 这包括审查制度。
zhè bāokuò shěrchá zhìdù
- 宣传工作由中央宣传部指导。
xuānchuán gōngzuò yóu zhōngyāng xuānchuán bù zhǐdǎo
- 在毛泽东时代，他们利用适合农村和文盲的大众推广。
zài máozédōng shídài, tāmen liyòng shìhé nóngcūn hé wénmáng de dàzhòng tuīguǎng
- 如今，中国的宣传主要是培育经济和中国民族主义。
rújīn, zhōngguó de xuānchuán zhǔyào shì péiyù jīngjì hé zhōngguó mínzú zhǔyì

influence

影响
yǐngxiǎn

censor

审查
shěrchá

to direct

指导
zhǐdǎo

illiterate

文盲
wénmáng

nationalism

民族主义
mínzú zhǔyì

CONTROL OF MEDIA



媒体控制 *méitǐ kòngzhì*



- 中国的宣传是由官方媒体《新华社》和国有媒体《环球时报》控制。

*zhōngguó de xuānchuán shì yóu guānfāng méitǐ
xīnhuá shè hé guóyǒu méitǐ huánqiú shíbào kòngzhì*

- 中国政府也使用社交媒体。

zhōngguó zhèngfǔ yě shǐyòng shèjiāo méitǐ

- 抖音是 TikTok 的姊妹应用，它向用户展示大量国家宣传内容。

*dǒu yīn shì Tik Tok de zǐmèi yìngyòng, tā xiàng yònghù
zhǎnshì dàliàng guójiā xuānchuán nèiróng*

- 媒体运营和内容都受到严格控制。

méitǐ yùnyíng hé nèiróng dōu shòudào yángé kòngzhì

official

官方
guānfāng

state-owned

国有
guóyǒu

app

应用
yìngyòng

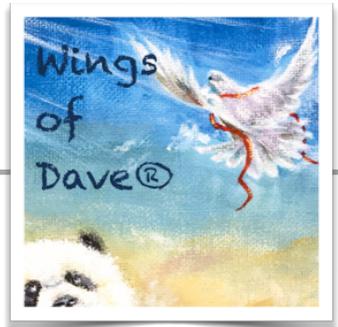
content

内容
nèiróng

operation

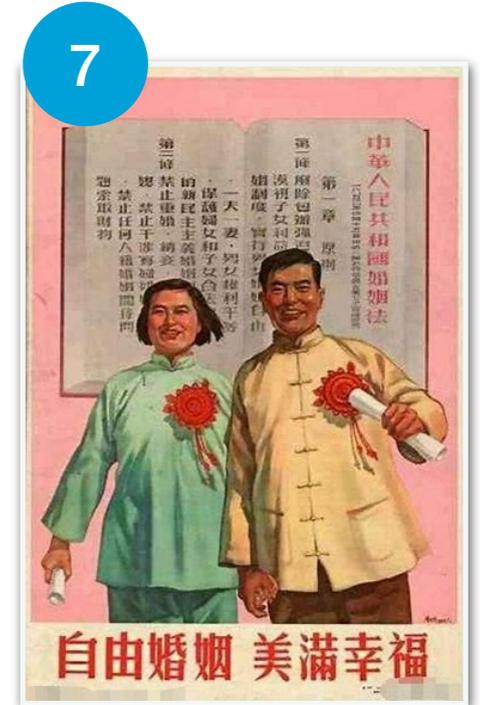
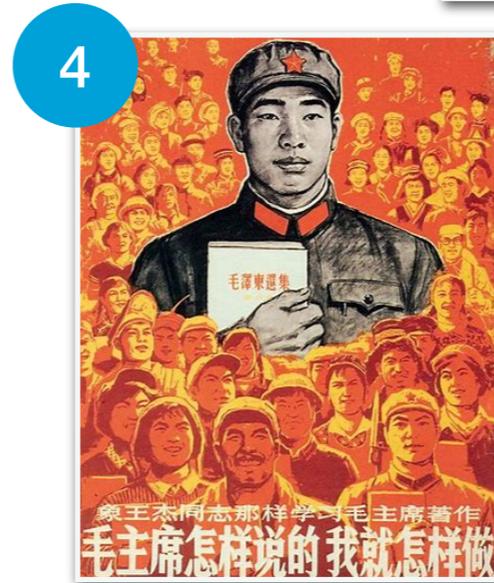
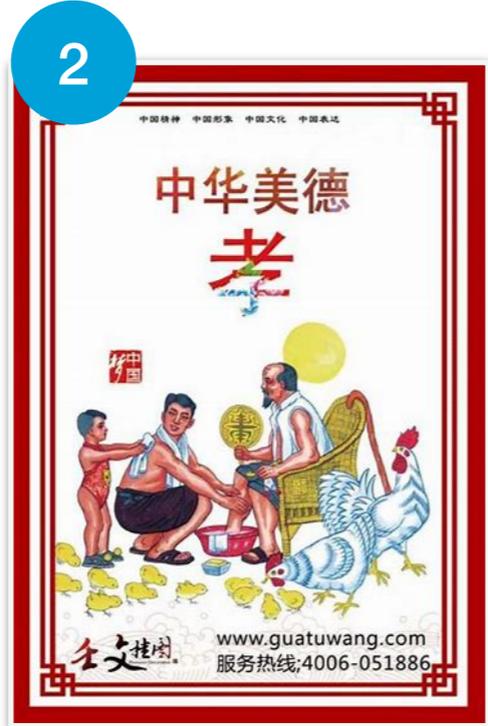
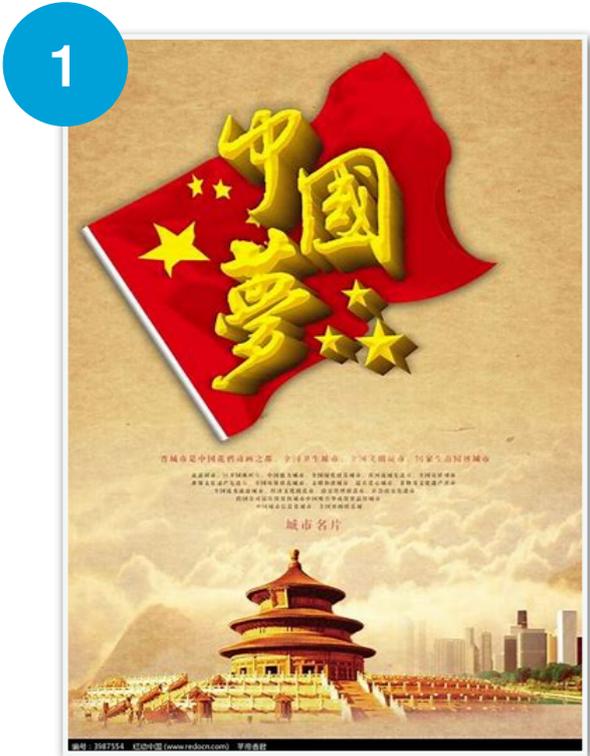
运营
yùnyíng

CLASSROOM EXERCISE: PROPAGANDA POSTER AND SLOGAN



宣传海报和标语 xuānchuán hǎibào hé biāoyǔ

● Match each poster with the correct slogan:



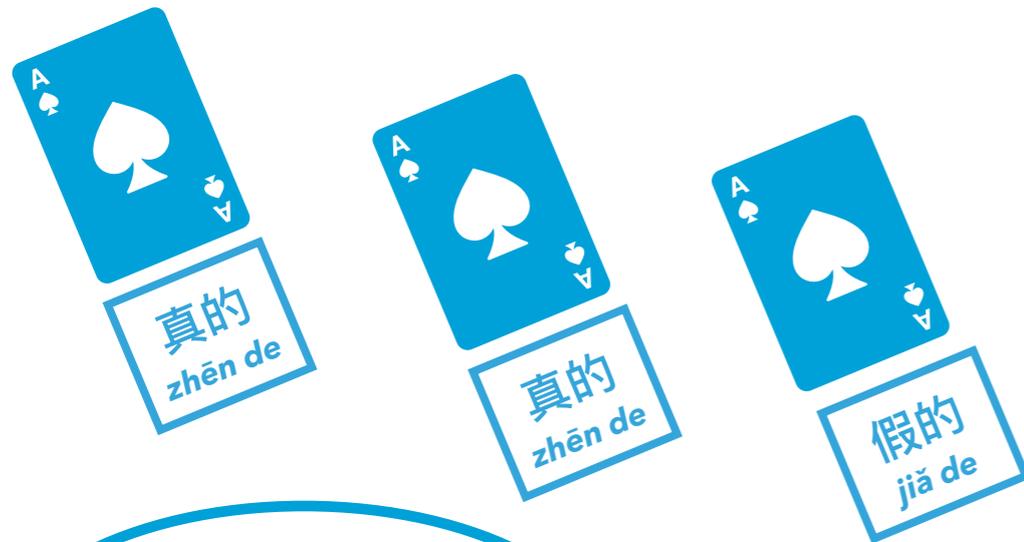
- A. Study hard, improve every day.
- B. Free marriage, perfect happiness.
- C. Chinese virtue - filial piety.
- D. Chinese dream.
- E. I will do whatever Chairman Mao says.
- F. Build a beautiful China.
- G. Sing victory, sing our dear motherland!

CLASSROOM ICE-BREAKER: TWO TRUTHS AND A LIE!



破冰游戏:
pòbīng yóuxì

《两个真相和一个谎言》
liǎng gè zhēnxiàng hé yīgè huǎngyán



我没有说谎。
wǒ méiyǒu shuōhuǎng



如何玩?
rúhé wán

- To start, one person has to give **three statements** 三句话 (*sān jù huà*) about themselves (different topic each week) to the rest of the group.
- The trick is: all of the statements won't be **true** 真的 (*zhēn de*) – two of the statements given should be and one should be **a lie** 一个谎言 (*yīgè huǎngyán*).
- After you're finished, everyone should **guess** 猜 (*cāi*) which statement they think you made up.
- Once everyone has made their guess, reveal which statement was your lie.

话题:
huàtí

食物
shíwù

CLASSROOM LISTENING EXERCISE: FAMOUS QUOTE



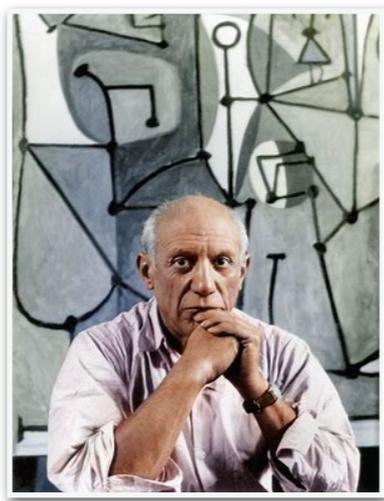
名言 míngyán

- Your tutor is going to quote from the below persons.
- 猜猜是谁说的? *cāi cāi shì shéi shuō de*

“



Confucius



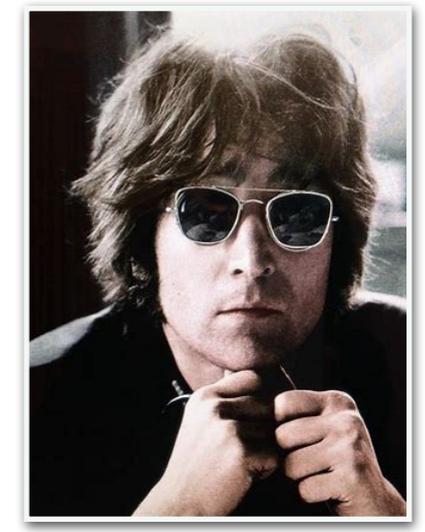
Pablo Picasso



Martin Luther King



Oprah Winfrey



John Lennon

imagine
想象
xiǎngxiàng

dreamer
梦想家
mèngxiǎng jiā

simple
简单
jiǎndān

complicated
复杂
fùzá

skin colour
肤色
fūsè

character
性格
xìnggé

APPENDIX – XINGJIANG INTERNMENT CAMP



新疆集中营 *xīnjiāng jízhōngyíng*

https://youtu.be/erjx_Ao6x_o?si=n1SEohqJvoeUNKju

- During the July 2009 Ürümqi riots 乌鲁木齐骚乱 (*wūlǔmùqí sāoluàn*), CCP officials moved swiftly in a public relations 公共关系 (*gōnggòng guānxì*) campaign.
- According to Newsweek, CCP officials felt that the recent riots risked tarnishing China's global image, so underwent a public relations program and transported foreign journalists to riot affected areas.
- Since 2017, the Chinese government has engaged in a propaganda campaign to defend its actions in Xinjiang.
- China initially denied the existence of the Xinjiang internment camps and attempted to cover-up their existence.
- Later, the Chinese government initiated a propaganda campaign to portray the camps as humane 人道 (*réndào*) and to deny human rights abuses 侵犯人权 (*qīnfàn rénquán*).
- In 2020 they expanded the propaganda campaign due to international backlash.
- In April 2021, the Chinese government released propaganda videos titled, "Xinjiang is a Wonderful Land", and produced a musical titled "The Wings of Songs" in order to portray Xinjiang as harmonious 和谐 (*héxié xiáng*) and peaceful 和平 (*héping*).

