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with Learn About Culture by Li Wei and Robert Moore



 ${\sf Australia \bullet Brazil \bullet Mexico \bullet Singapore \bullet United \ Kingdom \bullet United \ States}$

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Ni Wo Ta / Developing Chinese Fluency: An Introductory Course Simplified Chinese, Volume 1

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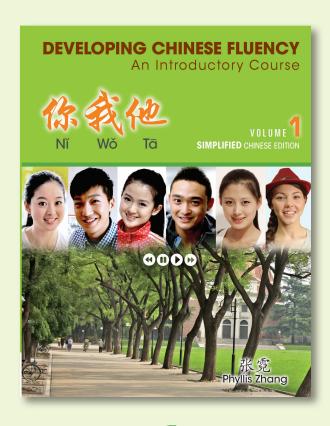


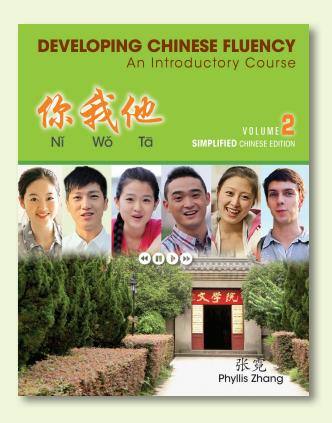
DEVELOPING CHINESE FLUENCY

An Introductory Course

Ni Wo Ta is a complete, innovative first-year program that makes learning Chinese easier through an engaging video program, robust multimedia integration, proven pedagogy, and comprehensive cultural coverage. This textbook is designed with the ACTFL National Standards for Foreign Language Education in mind.

It builds beginner-level proficiency through three modes of communication: interpersonal, interpretive, and presentational. *Ni Wo Ta* features a clear, easy-to-follow structure that is ideal for instructors with any level of teaching experience.





"This is a pioneering textbook...it provides useful teaching materials and advanced approaches."

-Liuxi Meng, Kennesaw State University

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Video-driven pedagogy











Ni Wo Ta uses a video story as its main vehicle for delivering the course content to help nonnative learners of Chinese tackle Chinese pronunciation, pinyin, listening comprehension, character recognition, and cultural understanding.

The program's **video-driven pedagogy** combines visual and audio stimuli, providing an engaging context for language and culture learning. Shot on location in China, the video program offers a fresh, contemporary view of Chinese language and culture. Key grammar concepts and vocabulary are woven into the storyline. *Ni Wo Ta* uses different interaction patterns to incorporate repetitions, all the while keeping the dialogues real, interesting, and engaging.

"I truly enjoyed reading the scripts. They are interesting, lively, and very cleverly designed. They are pedagogically sound with repetitions through different roles."

-Xiaohong Wen, University of Houston



"[Ni Wo Ta] provides more sample sentences, and more meaningful sentences, than many textbooks.
[The book] introduces a novel idea of focusing on students' grasp of sentences before moving to the main text... The vocabulary is well-selected and closely associated with the tasks."

-Jungjung Lee-Heitz, University of Maryland





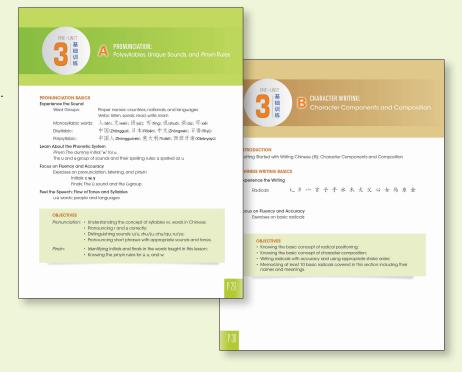
The Review and Integration section at the end of each unit summarizes key vocabulary and grammar concepts while further reinforcing students' interpersonal, interpretive, and presentational communication skills.

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Clear organization

The program begins with four preliminary units that give students an introduction of the Chinese language and an overview of the Chinese writing and phonetic systems.

This two-week "training period" prepares students for the main part of the program.





The program's fourteen core units are theme-based and structured around key communicative goals. They have a clear, easy-to-follow structure, with each unit organized into two lessons, Parts A and B.

Each lesson prepares students for a video viewing experience through vocabulary presentations, aural-oral grammar practice, and pre- and whileviewing prompts.

Students then practice and validate their understanding through grammar exercises,

pair-work, and listening speaking activities.

[E-6]

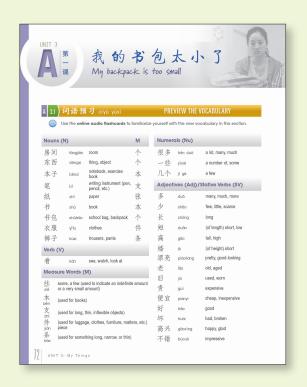
High frequency vocabulary and accessible grammar

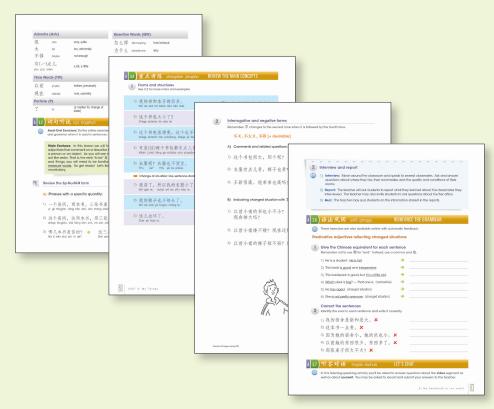
The vocabulary program adopts a bottom up approach and equips learners with the necessary "building blocks" to allow for more substantive and creative expressions.

Lessons begin with theme-based, **categorized vocabulary lists**, followed by engaging online aural-oral activities.

"The selection of vocabulary is up-to-date, and in fact, introduces words and phrases that are useful for beginners to learn but many standard first-year textbooks do not include in the first few lessons."

-Lo Sun 'Lotus' Perry, University of Puget Sound





The program offers a comprehensive, systematic grammar framework based on a functional-notional approach that provides a solid linguistic foundation for students.

The grammar concepts are carefully sequenced to match the unit topics and communicative goals. Key grammar concepts are illustrated through the video and further reinforced in online exercises, making learning effective and fun.

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An unparalleled presentation of Chinese culture

Ni Wo Ta skillfully weaves diverse cultural content throughout the program: in the video, the practice activities, the readings, the writing activities, and the cultural reading at the end of Part B of each unit. This cultural content highlights various Chinese communities and fosters the learner's culture awareness from a global point of



Chinese New Year—"Spring Festival" or Chūn Jiế (春节)—is an important event on both the national and local levels in China. University students across the ous activities to celebrate the holidays.

Closely following the format of the New Year's Gala by

skills to put on a great show of music, dance, poetry reading, and small theatrical performances. Among the performances are "cover songs" (new perform or recordings of previously recorded songs, usually by someone other than the original artist), but original works are also common, especially in the form of skits, or xiôopln (1) and stand-up comedy routines, known as xiàngsheng (相声). Many of these skits or stand-up





UNIT 7: Making Travel Plans

omedy performances are about academic studies and

skills in Chinese. One prominent example is Mark Henry Rowswell, an international student turned TV personality. A Canadian student who studied at Beijing University, he developed superb Mandarin skills. His study of Chinese stand-up comedy, xièngsheng, and involvement with stage On performance has helped him become a Chinese media darling, Dubbed Dùshōn (大山, "Big Mountain"), his 1999 members all come from Tsinghua University and who CCTV New Year's Gala premier made him an instant

become increasingly popular on college campuses.

Influenced by popular music competition shows on TV, such as Chōojí Nūshēng (超級女声, Super Girl Voice) such as Oneign Nussing (反象文), super of voice of China), these student singing contests draw huge crowds of enthusiasts, undergraduates and postgraduates alike





- The CCTV NewYear's Gola is perhaps the most viewed TV entertainment show in China. In recently years, the show has become increasingly internationalized. Search online for the 2013 Gola and find out who performed a duel with Chinese soprano Song Zuying.
- Why are Chinese universities' winter breaks always in January and/or February, not in December and/or January?

from all majors. After several rounds of competition, the concey performances are about academic studies and campus lives.

International students are often invited to participate in the Cala and to show off their talents. Some of them later even become celebrities because of their outstanding language that the code of the company o contest is that it gives students who participate a boost in confidence, and as a result, some young talents have had breakthroughs and subsequently become recording artist

> (水木年华, literally, Water Wood Times), whose founding received accolades for their musical works while still in

which usually takes place during January and February, the dates always revolving around the Chinese lunar calendar. During the break, students return home to reunite with their families and celebrate Chinese New Year or Spri Festival. This is also the time for them to recuperate for



- between a Western version ("Pop Idol" or "American Idol") and the Chinese spin-offs

Learn About the Culture

"Comparatively authentic language, rich cultural information, real-world characters, and realistic settings in China serve to capture students' attention, stimulate them in learning Chinese, and encourage them to study abroad."

> -Xianmin Liu, Vanderbilt University

Each cultural reading was carefully selected and treated to ensure that it complements the chapter theme and is of high interest to introductory-level students.

5 Robust integration of technology

Throughout the textbook, students are directed to interactive, web-based activities on the **iLrn™** Heinle **Learning Center**. iLrn™ includes a fully interactive eBook, companion videos, integrated textbook activities, interactive practice activities, a trackable self-test study tool, voice recording activities, Share It! discussion boards, and more.

Instructors can set up an entire term's work in minutes, assign activities, track progress, and access students' grades.

"Timely approach in terms of technology and assumptions of attractiveness to youth."

> —Alan Berkowitz, Swarthmore College





With iLrn™, students use an interactive eBook, allowing them the flexibility to interact with different types of materials in one convenient location. Embedded audio and video brings the text to life.

Integrated Teaching and Learning Components

Instructor's Edition with Text Audio CDs and Demo DVD

As well as all the material contained in the Student Text, the Instructor's Edition contains answers for most textbook activities and instructor's notes in the front matter.

(Lrn" HEINLE LEARNING CENTER

iLrn™ features solutions organized around quick and easy execution of administrative tasks, such as setting up an entire term's work, assigning activities, and accessing students' grades. It also features a full suite of ancillary resources, including a complete test bank, teaching suggestions, sample syllabi, and audio and video scripts for the media assets that accompany the text. Instructors may obtain their iLrn™ access code from their sales representative.

Video Program DVD

The complete video program is also available to instructors in a DVD format. Instructors can play clips using their computer or a DVD player.

Testing Audio CD

This CD contains the audio program for questions in the iLrn[™] test bank.

Literacy Workbook

Designed to develop and improve students' literacy skills, the workbook includes (1) a guide to Chinese pronunciation and phonetics, (2) a guide to character writing basics, (3) carefully designed handwriting exercises, intended to facilitate character recognition and retention, (4) keyboarding exercises, and (5) extra reading and writing practice activities.