

University of Auckland  
Chinese 302  
Course Outline (2016)  
Advanced Chinese Reading and Writing  
(Second semester)

Coordinator: Margaret Lee  
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Other teaching staff:  
Karen Huang  
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Mandarin Language Assistant  
Fangfang Xia  
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**Lectures:**

**Wednesdays: 12noon -1pm**

Location: please refer to SSO for the most up-to-date information

**Thursdays: 12noon -1pm**

Location: please refer to SSO for the most up-to-date information

**Tutorials:**

**Fridays: 12noon -1pm**

Location: please refer to SSO for the most up-to-date information

**Description and Aims:**

Welcome to CHINESE 302. This course is designed for students who have achieved an advanced level in Chinese language. It aims to consolidate and optimally use as efficiently as possible the Chinese knowledge and language skills that you have acquired over the past 5-6 semesters. The course focuses on reading, writing and analytical skills, with the goal of improving your ability to read Chinese texts and to analyse the content of the articles. Reading includes a collection of articles from a variety of sources related to specific topics, such as comparison of Chinese and Western cultural practices, the impact of Korean pop culture on Chinese society and functioning in a Chinese business environment, including business letter writing, advertisements, etc. Students will have full access to the internet for both learning and tests. Those who have successfully completed the course should be able to read subject matter that is new to them and to compose written Chinese texts, and thus be prepared to function as competent professionals in China or anywhere else they need to use the Chinese language.

### Class Performance:

To encourage students to come to class fully prepared to take an active role in what is happening there, 10% of the internal assessment will be based on 'class participation'. 'Class participation' will be based on each teacher's evaluation of your daily performance over the course of the entire semester. Students are expected to prepare for lessons so that they can participate actively in classroom activities.

### Assignments:

You will have a total of two projects, which will take the form of multi-week projects and will follow a set sequence of actions. Time management is essential to academic success, and it is the responsibility of students to manage their time so all assignments can be submitted on or before the due dates. Any work submitted after the due date and without permission in writing from the Course coordinator will be treated as overdue and penalties will apply. The mark given to an overdue assignment will be reduced by up to 10 per cent of the total possible marks for that assignment for each day that it is late up to 5 days. Overdue assignments that are submitted more than five days late will not be marked. All assignments have to be your own works.

### Homework:

Homework, while optional, is highly recommended, as it provides more opportunities for you to reinforce your learning. Also, although it does not constitute a formal part of your coursework marks, regular submission does play a critical factor in determining whether a student sitting at the very cusp of a grade boundary at the end of the semester after all assessment marks have been calculated ends up being scaled up or not.

### Course Materials:

Chinese 302 course materials are available on Canvas.

### Assessments:

100% Coursework - comprising:

Class participation*	10%
2 written assignments	50%
• Project 1 (Research logbook 10%, Essay 10%)	20%
• Project 2 (Proposal 7%, Survey 8%, Report and advertisement 15 %)	30%
1 mid semester written test	20 %
1 final written test	<u>20 %</u>
Total:	100%

\*You must attend at least 50% of the lectures and tutorials to receive any points in this category.

If you missed any tests or assessments, no make-ups will be available. In genuinely exceptional circumstances well supported with documentation, students may apply for an aegrotat or compassionate pass by following the procedures set out in the University's examination regulations.

*You should be aware of what constitutes plagiarism. Check out the website below for info.*  
<http://www.auckland.ac.nz/uoa/home/about/teaching-learning/honesty>

## CHINESE 302 Schedules

### Week 1 中西文化差异

Wednesday (July 20):

Introduction

Thursday (July 21):

Techniques of Cursory Reading

Friday (July 22):

东西方的思考方式

Tutorial

### Week 2 中西文化差异

Wednesday (July 27):

东西边上：老外在北京学请客吃饭

Thursday (July 28):

新西兰Kiwi如何和中国人做生意？

Friday (July 29):

Tutorial

### Week 3 中西文化差异

Wednesday (August 3):

人际交往中的中西文化差异 (节选) Homework 1 due

Thursday (August 4):

人际交往中的中西文化差异 (节选)

Friday (August 5):

Tutorial

### Week 4 中西文化

Monday (August 8)

Project 1 - research logbook due

Wednesday (August 10):

人际交往中的中西文化差异 (节选)

Thursday (August 11):

人际交往中的中西文化差异 (节选)

Friday (August 12):

Tutorial – How to write an essay; APA referencing guide

Homework 2 due

### Week 5 大众文化 - 网购文化、韩流

Wednesday (August 17):

狂欢购物节

Thursday (August 18):

网购诈骗现新手段 收完钱不发货将客户“拉黑”

Friday (August 19):

Tutorial

### Week 6 大众文化 - 韩流

Monday (August 22)

Project 1 - essay due

Wednesday (August 24):

韩剧《来自星星的你》成功因素分析

Thursday (August 25):

金秀贤中国代言广告高达 35 个被斥透支消费

Friday (August 26):

Tutorial Homework 3 due

## MID SEMESTER: Mon 29 August – Sat 10 September

### Week 7 市场调查

Wednesday (September 14):

Mid Semester Test 6:00-7:00, HSB 411 & 411A

Thursday (September 15):

市场营销策划书

Friday (September 16):

Tutorial

### Week 8 市场调查

Monday (September 19)

Project 2 Proposal due

Wednesday (September 21): 问卷  
Thursday (September 22): 红酒市场调研分析报告  
Friday (September 23): Tutorial

Week 9 广告

Wednesday (September 28): 传统文化对现代广告的影响 Homework 4 due  
Thursday (September 29): 中西方广告的差异  
Friday (September 30): Tutorial  
Friday (September 30): Project 2 Survey due

Week 10 广告

Wednesday (October 5): 不一样的创意, 2015 中国广告奖  
Thursday (October 6): 植入广告的电视剧  
Friday (October 7): Tutorial Homework 5 due

Week 11 书信

Wednesday (October 12): 便条、商业书信  
Thursday (October 13): 商业书信  
Friday (October 14): Tutorial  
Friday (October 14): Project 2 Report and advertisement design due

Week 12

Monday (October 17) Homework 6 due  
Wednesday (October 19): Revision  
Thursday (October 20) Revision  
Friday (October 21): End-of-Semester Test 12:00-1:00 at room 201E- 259

**The Staff-Student Consultative Committee Meeting times are scheduled for**

1. 18 August, Thu, 9am, Staff-Student Consultative Committee (SSCC) meeting Language courses @ Pat Hanan.
2. 6 October, Thu, 9am, Staff-Student Consultative Committee (SSCC) meeting Language courses @ Pat Hanan

**Class Regulations:**

- No private chatting in class!
- Turn off cell phones.
- If you need to leave early for class please clarify this with the teacher before the class starts.
- Hand-outs are ONLY distributed during classes. They do not go up on Canvas and they are not subsequently sent to you later.
- Failure to regularly attend lectures and tutorials will adversely affect your coursework assessment.