

Sharing our Resources.

USCPFA

US-China People's Friendship Association
7088 SE Rivers Edge St.
Jupiter, FL 33458
Educational tours to China: 615-833-9512
www.uscpfa.org

This site showcases events and tours. The USCPFA has taken 10,000 people to China in the since 1974 years, and is known for its ability to design tailor-made tours; it has the contacts in China to do so. A sampling of its links page: homepage of the Chinese Embassy of the PRC, homepage of the 2008 Olympics, *China Daily* (largest English-language paper in China), *People's Daily* (one of best news sources of China), Chinese visa form, Teach English in Liaoning Province (complete walk through of a real job), Yellow River (presentation of maps and views, heartfelt), audio tutorial of basic Chinese, Zhongwen.com (Chinese character writing), and more.

CTAC

Center for Teaching About China
1214 West Schwartz Street
Carbondale, IL 62901
Contact: Kitty Trescott
618-549-1555
trescott@midwest.net
ctac@uscpfa.org

Resources for teaching and learning about China: speakers, pen pal program, books and publications for fundraising, Minority costumes, extensive slide collections, arrangements for teaching in China and for study groups to visit China, and more.

China Books and Periodicals

360 Swift Avenue, Suite 48 (retail showroom Suite 42)
South San Francisco, CA 94080
800-818-2017
650-872-7808 fax
www.ChinaBooks.com
Free monthly e-newsletter, free catalog

The number one source of books and periodicals from and about China since 1960. From their catalog: "China Books & Periodicals, Inc. has been the leading importer, distributor, and publisher of English and bilingual books, textbooks, videos, and software from and about China since 1960. Our goal has always been to serve as a bridge between two cultures: East and West." Henry Noyes (1910-2005), born to missionary parents in China in 1910, "established CB&P in Chicago as the sole source in North America for mainland

Chinese publications. His mission was to tear down the curtain of ignorance and hatred that separated his two homelands and become a bridge to serve both cultures.”

CB&P offers products from mainland China, Hong Kong, Singapore, Taiwan, N. America, and Europe, and a free monthly e-newsletter on new product updates, bestsellers, and upcoming cultural events. Categories: language, reference, software, literature, arts & culture, children, comics, martial arts, health, travel, cross-cultural, philosophy & religion, law, history and politics, business, music & video, Long Piver Press, art suppliers, gifts and magazines.

Asia Society
725 Park Avenue
New York, NY 10021
Press Kit: Michael Levine: 212-327-9216, mlevine@AsiaSoc.org
www.AsiaSoc.org

Deep, well-organized site on Chinese Language Programs in American Schools. “There is a critical need for qualified Chinese language teachers.” Site includes directories of Chinese language programs by state for K-12, colleges, and universities, instruction on how to become a Chinese language teacher, licensing information, Chinese language in the news (with links to full stories), reports and legislation on the issue the need for Chinese language instruction in the US, “...for reasons of economics, culture, and security...”—and much more. Its many links deepen the value of the site for those looking to understand the situation and/or get seriously involved.

CCTV International, CCTV-9
English-language 24-hour news channel, broadcast from Beijing
11B Fuxing Road
Media Center
Beijing, China 100038
cctv-9@cctv.com
<http://english.cctv.com/index.shtml>

CCTV is China’s largest national TV network. CCTV International, CCTV-9, is broadcast globally via six satellites, and is the single, best teaching tool about China now available in the US. It has eight news programs—Asia Today, Biz China, China Today, Dialogue, Newshour, Sports Scene, World Insight, and World Wide Watch—and ten cultural programs—Around China, Centre Stage, Chinese Civilization, Culture Express, Documentary, Getaway, High Tech, Nature and Science, New Frontiers, Rediscovering China, Travelogue, Travel in Chinese (teaching Chinese language), and Up Close. Five-star cinematography. Travel China from your living room, follow China/Asia news, sports, business, learn history, culture, language, and more. Record programs to show in classrooms or events. In English via English-language speakers, some instant translations, and some subtitles. Excellent for hearing native speakers of Chinese on a daily basis. CCTV-9 is available in the US via EchoStar Communications Corp and

DISH Network, DirecTV, DTH provider, and cable. Contact heather.black@echostar.com.

Mandarin Chinese software program, #1 in world

RosettaStone

Fairfield Language Technologies

135 West Market Street

Harrisonburg, VA 22801

1-800-788-0822

1-540-432-6166

info@RosettaStone.com (E-mail)

<http://www2.rosettastone.com/en/> (main Web site)

<http://www2.rosettastone.com/en/education/inst-form> (site for free demo)

www.USCPFA.org (order software from the RosettaStone link on this site for 15% donation to USCPFA)

Revolutionary way to learn Mandarin via the world's number one Chinese language software. *Order a free demo.* Experience it! Share it! School versions monitor progress, tests, hours spent studying, levels achieved—all via computer. This is *the* way to get serious Chinese language instruction into every school in the US without having to wait years for Chinese language teachers to become available. Instructive, thorough Web site—but then that's their strong suit: language technology. Company will donate 15% of sales to USCPFA when product is ordered via the RosettaStone link on the USCPFA Web site (or 20% when the total exceeds \$1500 per month). Order the free demo today!

Chinese Characters for Beginners by Lo Chiung-yu

Multimedia Self-Learning Course: Book and CD-ROM

Bestseller from China Books and Periodicals (see above)

800-818-2017

www.ChinaBooks.com

Learn to write Chinese characters step by step. For each word, the book presents: the character, the word in pinyin, visual evolution from ancient times, examples of usage, and step-by-step stroke order. This, plus RosettaStone Mandarin Chinese software, allows someone alone on a desert island to learn basic Chinese.

*Feilong, The China Game*TM

Mamopalire of Vermont, Inc.

PO Box 24

Warren, Vermont 05674

802-496-4095 (phone)

888-496-4094 (order line—wholesale and retail)

802-496-4096 (fax)

bethumpd@wcvr.com

www.bethumpd.com

“A fun-to-play game to test what you know and to learn more about one of the planet’s most fascinating countries and culture, China.” *Feilong* (flying dragon) is a board game designed for those with limited knowledge and those who know a lot about China. Its three decks of question cards are arranged in three levels of difficulty. Funded by the Freeman Foundation and co-created by the Asian Studies Center of the University of Vermont in collaboration with Mamopalire, launched in 2005, the main buyers are schools, universities, and Asian-Americans. Need a fundraiser for your organization? Sell *Feilong, The China Game!* It’s a great gift for anyone interested in deepening their knowledge about China and having fun with it too. Excellent for students, teachers, schools, China-lovers.

Integrated Chinese

Cheng & Tsui, Inc.

25 West Street

Boston, MA 02111-1213

www.cheng-tsui.com

www.webtech.cheng-tsui.com (web-based and downloadable products)

617-988-2401 (phone)

617-426-3669 (fax)

800-554-1963 (order line)

800-554-1963 (web site assistance)

orders@cheng-tsui.com (orders)

marketing@cheng-tsui.com (marketing)

acquisitions@cheng-tsui.com (manuscript submissions)

service@cheng-tsui.com (customer service, employment and internship opportunities)

Cheng & Tsui’s *Integrated Chinese* textbooks and multimedia tools are the most popular and most widely used in US high schools and universities. The choices:

Chinese Odyssey, Innovative Chinese Courseware—ideal for beginning through advanced-level courses, study abroad preparation, professional training programs, and independent learners—combines sophisticated technology with comprehensive curriculum-based language instruction. Created by a teaching team at Johns Hopkins, *Chinese Odyssey* is sequenced to cover three years of instruction from beginning through advanced level, Downloadable. \$69.95.

Integrated Chinese is the leading introductory Chinese textbook at colleges and universities around the world. Provides coordinated practice in all four language skills: listening, speaking, reading, writing; helps learners understand how the Chinese language functions grammatically, and how to use it in real life. CD-ROM also includes dialogues, video clips, e-flashcards, character-writing practice, and a dictionary. Downloadable. \$21.00.

Integrated Chinese in print form includes books, workbooks, character workbooks, audio products, multimedia products, teachers’ resources, and more. The two levels, in simplified or traditional characters, are a year’s work each. Prices vary.

Company ethos is one of service, akin to that of a mission-driven non-profit. Marketing director JD Wilson expresses the company's passion for grounding the country's new cadre of Chinese language teachers with sophisticated pedagogies, that is, artful and scientific teaching methods that surpass the one-size-fits-all way of the past. "When a school approaches us to set up a Chinese language system, we interview them to find out what will work best. For example, a school that is all about technology will do fine with Chinese Odyssey with its cutting edge tech approach. Our K-12 Chinese Culture Teacher's Guide is the only thing of its kind. Textbooks have changed. They now have cultural context and work with the new medias.

Beginning Chinese, second revised edition
Beginning Chinese Reader, Part 1, 2 second edition
By John deFrancis
www.amazon.com

An old standard. The excellent Yale University series books, dating from the sixties, revised in 70s, by John deFrancis (*Beginning Chinese*, *Beginning Chinese Readers*, and more) are available at Amazon.com. (\$7 to \$40 each). Systematic, deeply annotated Chinese language and characters. Note Yale's longtime ties to China: It was the first US university to graduate a Chinese student, and now has more than 80 academic collaborations with Chinese institutions and fosters 26 study sites in China.

Chinese Vocabulary Cards
Visual Education,
Box 1666, Springfield, Ohio 45501
800-243-7070,
www.vis-ed.com
Desk sets free to schools that request same on school letterhead

The Visual Education company produces Chinese vocabulary cards in boxed sets of 1,000. They're numbered and alphabetized via pinyin spelling: #744. wo, #2. ai, #502. ni. The Chinese character and its pinyin spelling are at the top; below are four examples of usage in both characters and pinyin. On the back are the equivalents in English: a helpful desk reference. Also helpful for studying language are their blank cards. Chinese vocabulary cards are \$12.95; 300 blank cards are \$2.95, 1,000 are \$5.95. The company will send a desk set free to a school when requested to do so on school letterhead.

Chinese in 10 Minutes a Day, and *Chinese*, a language map
Bilingual Books, Inc.
1719 West Nickerson Street
Seattle, WA 98119
Contact: Kim Yokoyama: 206-838-5037, kim@bbks.com
206-284-4211
800-488-5068
www.10minutesaday.com

A casual, fun (crossword puzzles, word games, color illustrations) introduction to the Chinese language geared to the first-time traveler, *Chinese in 10 Minutes a Day* presents key question words, sticky labels, flashcards, a menu guide, a pronunciation guide and a glossary. The phonetics are done in American English—such as _____. The books sell retail for \$19.95—and, the company often has returned books that it will sell for half price. Just ask.

CLASS

Chinese Language Association of Secondary-Elementary Schools

Chih-wen Su

CLASS Membership Chair

14 Pebble Ridge Road

Amherst, MA 01002

ClassK12@yahoo.com

www.classk12.org

Founded in 1987, the association formed in response to the professional needs of the increasing number of members who are Chinese teachers in schools across the US. Their Standards for Chinese Language Learning, and their links page takes one deep into resources for teachers: SATII Chinese test information, Chinese Language Teachers Association, Center for Applied Linguistics, and more.

Deloitte

Chinese Services Group

Express China News

Loretta Yuen, Editor

416-601-6222

lyuen@deloitte.ca

<http://www.deloitte.com/dtt/newsletter/0%2C1012%2Ccid%25253D109728%2C00.html>

Global firm Deloitte produces *Express China News*, a quarterly newsletter on current economic, business and regulatory developments in China. An easy, free download, the 20-page newsletter this quarter leads with “Walmart lunch counter, credit card boom mark China’s developing service economy.” An awesome site for China business watchers.