



汉语角

Chinese Corner

2015 年度报告
Annual Report 2015

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1. 概述/Summary

（本部分内容为“汉语角”运营一年来的总体论述，除高亮部分的信息和数据为必须提供外，其余描述性文字，图书馆可结合本馆实际情况进行总结）

(This section is a concept of the overall operations of the Chinese Corner in the past year. The highlighted fields are required. We also welcome the Library to provide more information based on your own conditions.)

美国西东大学图书馆位于新泽西州，成立于 1856 年。本馆历来非常注重中国历史、文化和汉语的研究与交流。本馆与东亚系曾多次举办与中国相关的主题活动。为了能够更好地为本校学习汉语的学生和中国文化爱好者提供高品质的相关图书及资料，我馆提出申请并成功设立了“汉语角”。

Seton Hall University library is located New Jersey, founded in the year of 1856. Our library has a tradition of paying attention to the research of Chinese

history, culture, and language; and the library and Asian Studies program have sponsored many activities related to China. In order to provide high-quality publications and materials for our students of Chinese language and culture, and to enhance cultural exchange between China and U.S.A., we submitted an application and received the funding to establish a “Chinese Corner” in our library.

本馆“汉语角”于2014年9月15日正式成立。

The Chinese Corner in our library was set up on the 15th day of September 2014.

(请提供反映汉语角整体情况的照片 2-4 张)

(Please provide 2 -4 photos showing the overall situation of the Chinese Corner.)



“汉语角”设置在图书馆的多功能阅览大厅里，我馆向本校学生和公众提供“汉语角”赠书的借阅服务。汉语角有 300 本汉办捐赠的图书和其它购买的图书，共 594 册。年度累计借阅量为 76 册书名被借阅了 183 次（36%的流通率。图书馆藏书的流通率平均为 20%），年度访问量 1000 多人次。

The Chinese Corner is located in the Library’s multifunction floor. All these donated publications are available for reading and lending for the students and public. It contains 300 donated books from Hanban and other added books for a total of 594 items. According to the 2014-15 circulation statistics, 76 titles have been checked out for 183 times (a high 30% circulation rate vs. an average 20% rate), and annual cumulative visitors are more than 1000.

2. 汉语角的宣传推广/Promotion

本年度中，我馆通过多种渠道积极推广宣传汉语角，主要包括：

Our library took various channels to promote the Chinese Corner aggressively throughout the year, including:

(请列出贵馆开展宣传的各种具体途径，如有相关链接和网络截图，请提供，如下为示例。请至少列出两种具体宣传途径的有关信息。)

(Please list all the publicity channels your library took to promote the Chinese Corner. Please provide related websites links or screenshots if there are any. Following are some samples for you. Minimum 2 types of publicity channels are required to be described or illustrated.)

- 学校 / 图书馆网站

University / Library websites



<http://pirate.shu.edu/~baoxuemi/Chinese Corner/>

- 学校 / 图书馆博客

University / Library blog

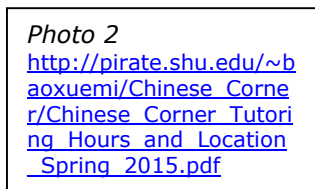


<http://www.flipsnack.com/sammiesha/> and

<http://pirate.shu.edu/~baoxuemi/Chinese Corner/CC Video by Mei Sha 2015 Introducing Chinese Corner and Chinese Language Competition.mp4>

海报或其它宣传品展示

Posters and other promotional materials



- 其它宣传活动

Promotional activities

(请逐条概述相关各项宣传活动，包括时间、地点、主题和主要内容。如有活动照片，请提供。如下为大纲供参考)

(Please describe all related activities briefly one by one. Please provide when and where the event was held, as well as the subject and key information, attach with some photos if there are any. Following are outlines for you.)

<p>1. YYYY-MM 活动名称 活动地点 Event time event name the place</p>	<p>“汉语角”开幕式在图书馆举行（2014年11月20日）。 The Chinese Corner Opening Ceremony (11/20/2014)</p>
<p>活动概述 Brief Description of the event</p>	<p>“汉语角”开幕式当日，邀请图书馆馆长，图书馆馆员，东亚系教授和学生等嘉宾到场，约有40人参加了开幕仪式。约翰·布施曼馆长，东亚系教授陈东东，以及“汉语角”联系人包学鸣馆员发表了热情洋溢的讲话。</p> <p>On the day of the opening ceremony, Dr. Xue-Ming Bao, Chinese Corner Contact, invited Dr. John Buschman, Dean of the University Libraries, Librarian Colleagues, Professor Dongdong Chen of Asian Studies, and Students. Congratulatory and thank-you speeches were made by Dean Buschman, Prof. Chen and Dr. Bao. About 40 people attended. Click Press Release.</p>

活动照片/媒体报道截图
Photos/Media reports
Screenshot of this event





<p>2. YYYY-MM 活动名称 活动地点 Event time event name the place</p>	<p>2014 年 11 月 1 日 组织在西东大学参加汉语教学研讨会的老师来图书馆参观“汉语角”。 About 50 participants attended “K-12 Chinese-Language Teachers Roundtable Program” held at Seton Hall University on November 1, 2014.</p>
<p>活动概述 Brief Description of the event</p>	<p>大约有 30 名中文老师参观了“汉语角”。 About 30 of them visited the Chinese Corner in the Library.</p>
<p>活动照片/媒体报道截图 Photos/Media reports Screenshot of this event</p>	

<p>3. YYYY-MM 活动名称 活动地点 Event time event name the place</p>	<p>2014年8月和9月，编目汉语角的图书等资源。 Cataloged the books, CDs, and DVDs from Chinese Corner during August and September 2014.</p>
<p>活动概述 Brief Description of the event</p>	<p>图书馆的中文图书编目员 Eva 女士参与并指导汉语角助理蓝青青共同编目。蓝青青是用汉语角的经费聘请的。她是我校东亚系汉语教学专业的硕士研究生。 Eva, our Chinese language cataloger, guided Qingqing Lan, the Chinese Corner Project Assistant, and worked together to catalog the books, CDs, and DVDs.</p>
<p>活动照片/媒体报道截图 Photos/Media reports Screenshot of this event</p>	

<p>4. YYYY-MM 活动名称 活动地点 Event time event name the place</p>	<p>在 2014 年秋季学期和 2015 年春季学期，到大学汉语教学班介绍“汉语角”的资源。 The Chinese Project Assistants visited Chinese language classes to provide “show and tell” demos about Chinese Corner resources during Fall semester 2014 and Spring semester 2015.</p>
<p>活动概述 Brief Description of the event</p>	<p>用“汉语角”的经费，聘请了我校东亚系汉语教学专业的硕士研究生蓝青青和沙梅同学为汉语角助理，做“汉语角”资源的推广工作。我校每学期开设六个初级、中级和高级的汉语教学班，共有 40 名左右的学生。“汉语角”聘用的研究生到各个教学班访问多次。首先是听课，了解该教学班的汉语程度和教学内容。然后是选择了合适的图书与视频，到该班做 15 分钟的介绍。这项活动首先要得到汉语班教师的支持和协调。 The library used the Chinese Corner funding to hire two project assistants: Qingqing Lan in the Fall semester 2014 and Mei Sha in Spring semester 2015. They both were graduate students in Asian Studies in the track of teaching Chinese language. They visited six Chinese language classes in multiple times and reached out to about 40+ students learning Chinese at basic, intermediate and advanced levels. Their initial visits were to learn the students’ Chinese levels and interests. Then they would select appropriate materials from Chinese Corner, and revisit the classes to provide 15 minutes show-and-tell demos. They need to gain the support of the class instructors and coordinate the best schedule to visit.</p>
<p>活动照片/媒体报道截图 Photos/Media reports Screenshot of this event</p>	



<p>5. YYYY-MM 活动名称 活动地点 Event time event name the place</p>	<p>“汉语角”在图书馆为汉语班学生提供每周两小时的汉语辅导。 The Chinese Corner offered one-on-one tutoring to the students from Chinese language classes two hours per week in the library during Spring semester 2015.</p>
<p>活动概述 Brief Description of the event</p>	<p>图书馆专门为“汉语角”聘用的研究生提供了一间办公室，以方便为汉语班学生提供每周两小时的汉语辅导。固定的辅导时间是每周四下午 2 点至 4 点。学生也可以和汉语角助理预约在其它时间进行辅导。有两位学生经常来要求辅导。 The library provided a Scholar Study as a Chinese Corner tutoring office to provide two hours tutoring a week. There was a fixed time period between 2-4pm on Thursdays. The students can also make appointments with the Project Assistant for other tutoring time. Two students came regularly to ask for tutoring.</p>
<p>活动照片/媒体报道截图 Photos/Media reports Screenshot of this event</p>	

<p>6. YYYY-MM 活动名称 活动地点 Event time event name the place</p>	<p>在东亚系举办的 2015 年秋季学期“中国夜”和“汉语比赛”的活动中，穿插“汉语角”的内容。 Asia Studies sponsored China Night and Chinese Language Competition during Spring Semester 2015. Project Assistant Mei Sha worked with students to include Chinese Corner content in the shows.</p>
<p>活动概述 Brief Description of the event</p>	<p>请看上面的叙述。See the description above.</p>
<p>活动照片/媒体报道截图 Photos/Media reports Screenshot of this event</p>	

<p>7. YYYY-MM 活动名称 活动地点 Event time event name the place</p>	<p>2015年春季学期，在网上介绍汉语角的图书。 Introduced the Chinese Corner books on the Web during Spring Semester 2015</p>
<p>活动概述 Brief Description of the event</p>	<p>汉语角助理沙梅女士创建一个图书介绍网站 www.flipsnack.com/sammiesha，有针对性地推出了 11 本图书。从 2015 年 2 月至 5 月，该网站已经被浏览了 100 多次。沙梅把书中有趣的书页扫描后上传到网上，汉语学生可以某页，随意放大缩小书页。希望是学生浏览了这些书页后会对该书产生兴趣，到汉语角来借阅。 Chinese Corner Project Assistant Mei Sha created a book introduction website www.flipsnack.com/sammiesha. She selected 11 books and scanned some interesting pages into pdf files and uploaded to the website. A user can easily move from one page to another, and enlarge the characters. It is hoped that a user will come to Chinese Corner to borrow actual books when they find them interesting and helpful. The website had been browsed over 100 times between February and May 2015.</p>
<p>活动照片/媒体报道截图 Photos/Media reports Screenshot of this event</p>	 <p>The screenshot shows a web browser window with the address bar displaying 'www.flipsnack.com/sammiesha/'. The website features the 'flipsnack' logo and navigation links for 'Browse', 'Features', 'Business', and 'Sign in'. The main content area displays a large book cover for 'CCTV 欢乐中国——学汉语' (Happy China - Learning Chinese) with the title '香港篇' (Hong Kong Chapter). A 'Click to read' button is overlaid on the book cover. Below this, there is a row of smaller book covers, including 'Chinese Bridge' and '汉语桥 通向中国' (Chinese Bridge: The Path to China).</p>

8. YYYY-MM 活动名称 活动地点 Event time event name the place	2014年秋季学期与2015年春季学期，制作推广汉语角的视频节目。 Creating promotional video clips during Fall semester 2014 and Spring semester 2015
活动概述 Brief Description of the event	汉语角助理蓝青青和沙梅女士制作了多个推广视频，生动地反映了我校学生学习汉语的热情和水平。制作视频的过程也同时促进了学生更多的了解和使用汉语角资源。 Chinese Corner Project Assistants Qingqing Lan and Mei Sha created several promotional video clips. They vividly reflect the enthusiasm and Chinese levels of our students. The process of creating the video clips helped students to use more Chinese Corner resources.
活动照片/媒体报道截图 Photos/Media reports Screenshot of this event	<ul style="list-style-type: none"> • Mei Sha (Sammie) introducing Chinese Corner and Chinese Language Competition (by Mei Sha, 2015) • Jeremy introducing books from Chinese Corner (by Mei Sha, 2015) • Michael introducing books from Chinese Corner (by Mei Sha, 2015) • Love Story at Chinese Corner (by Mei Sha, 2015) • American students reciting Chinese poems and so on (by Qingqing Lan, 2014)

9. YYYY-MM 活动名称 活动地点 Event time event name the place	2015年3月29日，接待了中国教育图书进出口有限公司三位领导的到访，汇报了汉语角的落实情况。 Welcomed three visitors from China Educational Publication Import and Export Corporation on March 29, 2015
活动概述 Brief Description of the event	他们参观了我校图书馆的汉语角、辅导室，听取了汉语角图书的分类、上架、流通、推广等活动介绍。王总和宋经理也交流了其它汉语角的经验。 The CEPIEC visitors are Jianxin Wang, Vice President, Kelly Song, Chinese Corner Project & Senior Rights Manager, and Jie Gao, Senior International Commercial Manager. They visited our Chinese Corner book shelf and tutoring room. I reported to them our cataloging, circulation, and promotional activities. They also shared with me the experiences from other Chinese Corners around the world.

活动照片/媒体报道截图
Photos/Media reports
Screenshot of this event



10. YYYY-MM
活动名称
活动地点
Event time
event name
the place

2015年6月至8月，我馆为汉语角新购买的72本图书进行电子分类。
During the summer from June to August, 2015, the library cataloged 72 copies of new books added to the Chinese Corner.

活动概述
Brief
Description of the event

汉语角的图书和光盘都可以我馆的在线数据库检索查找 <https://setonhall.worldcat.org/>。汉语角也从一个书架扩展成两个书架。
All the Chinese Corner books, DVDs and CDs can be searched in our WorldCat Local. The Chinese Corner has expanded from one shelf to two shelves.

活动照片/媒体报道截图
Photos/Media reports
Screenshot of this event



<p>11. YYYY-MM 活动名称 活动地点 Event time event name the place</p>	<p>2015年9月， 我校秋季学期开学了，我馆为汉语角聘用了一名推广助理，他叫杜昀龙，是东亚系汉语教学专业的硕士研究生。 The Fall semester started in September 2015. The Library hired a Chinese Corner project assistant to promote the resources. His name is Yulong Du, a Master's student of Chinese language teaching at Asian Studies.</p>
<p>活动概述 Brief Description of the event</p>	<p>他的工作是和我校5个汉语教学班的老师合作，深入到他们的班里去，有的放矢地介绍汉语角的资源；在星期一下午1-3:30点对任何汉语学生提供辅导；并制作一些推广汉语角的短小影片。 His job is to work with the instructors of the five Chinese language classes to introduce appropriate materials according to the Chinese level and interests of the students; to provide tutoring on each Monday 1-3:30pm; and to create a few promotional video clips.</p>
<p>活动照片/媒体报道截图 Photos/Media reports Screenshot of this event</p>	<div data-bbox="630 814 1024 1283" data-label="Image"> </div> <p style="text-align: center;">Chinese Corner Tutoring Hours Monday 1:00-3:30 p.m. in Language Lab, Fahy Hall Walk-In or Contact Yulong (Yulong.Du@shu.edu) for Appointment</p>

3. 2014/2015 项目运营数据/

2014/2015 Chinese Corner Statistics

项目实施一年来，“汉语角”受到了大学师生（大学图书馆）的欢迎，现将一年来的相关数据汇总如下：

Ever since the establishing day, the Chinese Corner has been warmly welcomed by university faculty and students (for university libraries). Here are the 2014/2015 statistics about the Chinese Corner.

3.1 图书借阅量 TOP 10 统计/关注度 TOP 10/

TOP 10 most borrowed titles between October 2014 and September 2015 according to circulation statistics.

(请任选其一列在该 4.1 项下)

(Please list one kind of the top10 list under this paragraph 4.1)

排名/Rank	ISBN	书名/Title	学科/Subject
1	9787887578648 7887578647	Happy Chinese : demonstration lessons of International Chinese Language Teaching for	Chinese language -- Study and teaching --
2	9787887741059 788774105X 9787887039897 7887039894 9787887039903 7887039908	中国文化欣赏 = Exploring the Chinese culture	Chinese language -- Study and teaching -- Foreign speakers -- Audio-visual aids.
3	9787802006904 7802006902 9787802006911 7802006910 9787802006928 7802006929 9787887171030 7887171032 9787894878809 7894878804	Contemporary Chinese for beginners = Dang dai Zhong wen = 当代中文 /	Chinese language -- Study and teaching
4	9787561930137 7561930135 9787561930465 7561930461	漫画《论语》全译本 = The analects of Confucius with illustrations : a complete translated version	Philosophy, Chinese. Ethics -- China. Confucius -- Translations into
5	9787100060790 7100060796	汉语图解词典 = My Chinese picture dictionary	Picture dictionaries, Chinese. Chinese language -- Dictionaries -- English

排名/Rank	ISBN	书名/Title	学科/Subject
6	7802006317 9787802006317	Pieces of China = 中国那些事	Chinese language -- Textbooks for foreign speakers -- English. Chinese language -- Study and teaching. Chinese language -- Spoken Chinese.
7	9780981097978 0981097979 9780981097954 0981097952 9780981097947 0981097944	汉语教学直通车 = Chinese teaching toolbox. 中级	Chinese language -- Study and teaching. Mandarin dialects -- Study and teaching.
8	9787561924310 7561924313 9787561930618 7561930615 9787561924303 7561924305	新实用汉语课本 = New practical Chinese reader : for beginners	Chinese language -- Study and teaching
9	9787560143521 7560143520	汉语桥--通向中国 Chinese bridge the path to China	Chinese language -- Examinations -- Study guides. Chinese language -- Readers. China -- Civilization.
10	9787887741684 7887741688	博览中国 = Journey through China	China -- Civilization. Civilization. China.

3.2 图书学科借阅量分布统计（可选项） /

Circulation statistics by subjects October 2014 - September 2015 (Optional)

(可根据实际情况减少项目或合并相似项目)

(The following subjects can be modified according to the Chinese Corner collections in your library.)

学科 Subjects	年度借阅册数 Volumes borrowed annually	年度借阅次数 Times borrowed annually
Buddhism	1	1
Chinese Language	35	77
Chinese Literature	10	49

学科 Subjects	年度借阅册数 Volumes borrowed annually	年度借阅次数 Times borrowed annually
Economics - Industries, Land Use, Labor	1	1
Ethnology. Social and Cultural Anthropology	1	1
Geography, General	1	1
History - Eastern Asia, S.E. Asia, Far East	11	24
History - S.W. Asia, Middle East	1	3
Manners & Customs, General	1	2
Military Science, General	2	3
Motion Pictures	2	4
Occult Sciences	1	2
Philosophy - Ancient, Medieval, Renaissance	3	4
Public Health, Public Aspects of Medicine	1	1
Religions, Mythology, Rationalism	3	6
Transportation & Communication, General	2	4
Total circulated titles	76	183

3.3 读者评价/Comments

(请提供读者对“汉语角”和/或所借阅图书的评价, 相关评价不少于三条)

(Please provide at least three feedbacks from different users, which represent their comments and/or suggestions on Chinese Corner and/or publications in the Chinese Corner.)

- ① DVD and CD are good for teacher to use for culture introduction
- ② Many books are very good for basic culture knowledge enrichment,
such as the "Chinese bridge" series.
- ③ If possible, the books talking about Chinese culture with interesting picture and asic
and simple Chinese word would be more popular (for example: idiom story book).

4. 结语/Conclusion

(请提供“汉语角”运营一年来, 贵馆的感想、意见、建议。)

(Welcome to share with us your Experience, Opinions and Suggestions on the Chinese Corner. We'd also like to take this opportunity to thank you for all your kind support and great assistance. Thank you!)

我很高兴西东大学图书馆能获得中国汉办赠送的 300 册图书、光盘, 以及\$7462 美元的捐款, 用来管理和推广“汉语角”的资源。“汉语角”扩大了我馆汉语教学的资源, 增加了我校汉语教学引人关注的程度, 希望借此契机吸引我校更多的学生学习汉语。我要再次感谢中国汉办的资助, 中国教育图书进出口有限公司的协调。建议取消同一书名只能订三册的限制, 这样有助于我们获得真正需要的汉语角图书。

I am pleased that Seton Hall University Library has been awarded a grant to host a Chinese Corner with a donation of 300 books, DVDs and CDs as well as \$7462 funding for management and promotion of the project. The Chinese Corner expanded our Chinese language collection, increased the visibility of Chinese language program, and may attract more students to learn Chinese. I would like to thank China Hanban and China Educational Publication Import and Export Corporation (CEPIEC) for coordination. I would suggest to remove the restriction of maximum three copies for a title. It will help us obtain the books that we really need.

This reported was compiled by

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