



# 汉语角

## Chinese Corner

初期运营反馈  
Operation Feedback

(180 days)

Seton Hall University Library  
2015-06-05

## 1、汉语角的宣传推广/Promotion

近六个月以来，我馆通过如下渠道和活动，对“汉语角”进行了宣传推广，主要包括：

During the recent six months period, our library has taken various channels to promote the Chinese Corner, including:

*(请分别概述相关宣传活动，包括时间、地点、主题和主要内容。如有活动照片、相关报道的截图和网址链接等，欢迎提供。如下为大纲供参考)*

*(Please describe all related activities briefly one by one. Following are outlines for you. Providing as attachment will also be fine.)*

欢迎访问西东大学图书馆汉语角网站

**Welcome to the Chinese Corner Website at Seton Hall University Libraries**

[http://pirate.shu.edu/~baoxuemi/Chinese\\_Corner/](http://pirate.shu.edu/~baoxuemi/Chinese_Corner/)

1. YYYY-MM 活动名称 活动地点 Event time event name the place	“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)
活动概述 Brief Description of the event	“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。  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. <a href="#">Click Press Release.</a>

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、中级和高級的汉语教学班，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造一个图书介绍网站 <a href="http://www.flipsnack.com/sammiesha">www.flipsnack.com/sammiesha</a>，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 <a href="http://www.flipsnack.com/sammiesha">www.flipsnack.com/sammiesha</a>. 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 Screenshots of this event</p>	 <p>The screenshot shows a web browser window with the address bar displaying 'www.flipsnack.com/sammiesha/'. The website header includes the 'flipsnack' logo and navigation links for 'Browse', 'Features', 'Business', and 'Sign'. The main content area features a large book cover for 'Happy China - Learning Chinese' (快乐中国——学汉语) with the title '香港篇' (Hong Kong Edition). A 'Click to read' button is overlaid on the book cover. Below this, there is a row of smaller book covers, including 'Chinese Bridge' (汉语桥) and 'The Path to China' (通向中国). A 'FlipSnack: www.flipsnack.com' logo is visible on the right side of the page.</p>

<p>8. YYYY-MM 活动名称 活动地点 Event time event name the place</p>	<p>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</p>
<p>活动概述 Brief Description of the event</p>	<p>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.</p>
<p>活动照片/媒体报道截图 Photos/Media reports Screenshot of this event</p>	<ul style="list-style-type: none"> <li>• <a href="#">Mei Sha (Sammie) introducing Chinese Corner and Chinese Language Competition</a> (by Mei Sha, 2015)</li> <li>• <a href="#">Jeremy introducing books from Chinese Corner</a> (by Mei Sha, 2015)</li> <li>• <a href="#">Michael introducing books from Chinese Corner</a> (by Mei Sha, 2015)</li> <li>• <a href="#">Love Story at Chinese Corner</a> (by Mei Sha, 2015)</li> <li>• <a href="#">American students reciting Chinese poems and so on</a> (by Qingqing Lan, 2014)</li> </ul>

<p>9. YYYY-MM 活动名称 活动地点 Event time event name the place</p>	<p>2014年10月至2015年3月，汉语角的图书流通情况 The circulation of Chinese Corner resources between October 2014 and March 2015.</p>
<p>活动概述 Brief Description of the event</p>	<p>当时的统计，汉语角有217种书名，473册。流通率是20%。这个数据和我馆其它图书的流通率相似。取得这样的流通率，和汉语角助理的各种推广活动是分不开的。 According to the statistics during this period, Chinese Corner has 217 titles with 473 copies. The circulation rate was 20%, which is similar to overall book circulation rate in the library. The Project Assistants played an important role in promoting the Chinese Corner to have such a circulation rate.</p>
<p>活动照片/媒体报道截图 Photos/Media reports Screenshot of this event</p>	<p><a href="#">Statistics of Chinese Corner Collection between October 2014 and March 2015</a></p>

<p>10. YYYY-MM                  活动名称                  活动地点                  Event time                  event                  name the                  place</p>	<p>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</p>
<p>活动概述                  Brief                  Descriptio                  n of the                  event</p>	<p>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 &amp; 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.</p>
<p>活动照片/                  媒体报道截                  图                  Photos/M                  edia                  reports                  Screensh                  ot of this                  event</p>	

## 2、读者反馈/Comments

(请就“汉语角”设立半年以来，对受众读者的反馈信息作概要描述)

*(Welcome to share with us the readers' feedback regarding this Chinese Corner / donation publications during the half past year.)*

下面是汉语角助理写的反馈信息。The following are the feedback from the Chinese Corner Project Assistants.

- CDs are good for teacher to use for culture introduction.
- Many books are very good for basic culture knowledge enrichment, such as the "Chinese bridge" series.
- Many books such as 中国哲学：孔子，孟子，老子等 are good for high level students or the students whose major is Asian studies or Chinese teaching track (most are Chinese students). They give students lots of information about Chinese philosophy and specially match for one of our courses opened on this semester.
- However, not so many book for basic level students who want to know about Chinese culture as well as to learn simple Chinese expression. The book call " Ni Hao Carton" is very good, but the Chinese expression is too difficult for basic language learner even for middle level learner. If possible, the books talking about Chinese culture with interesting picture and basic and simple Chinese word would be more popular (for example: idiom story book).



### 3、需求、意见反馈/Requirement & Suggestions

(欢迎提供“汉语角”半年来，贵馆的感想、需求及建议。)

*(Welcome to share with us your Experience, Opinions and Suggestions on 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 300 本图书和\$7462 美元的资助，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 and \$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 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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