

# Understanding China Through Media Teaching Advanced Chinese with Multimedia Materials

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## I. Some definitions:

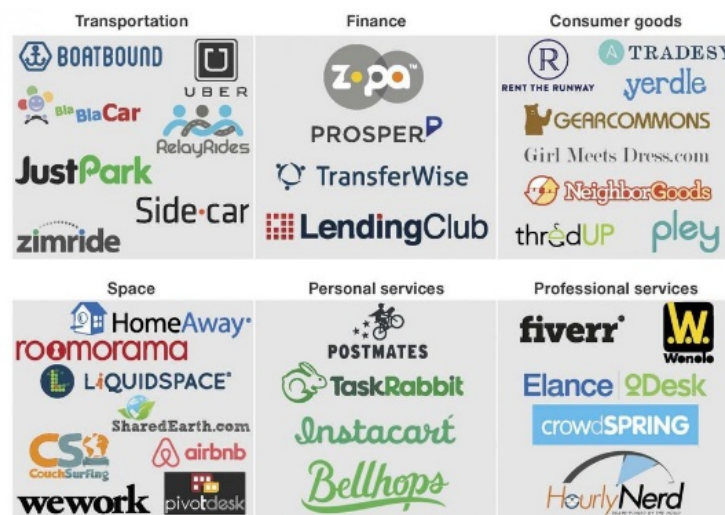
1. WeChat: (literally: 'micro-message') a Chinese multi-purpose messaging, social media and mobile payment app developed by Tencent. It was first released in 2011, and became one of the world's largest standalone mobile apps in 2018, with over 1 billion monthly active users. WeChat has been described as China's "app for everything" and a "super app" because of its wide range of functions.



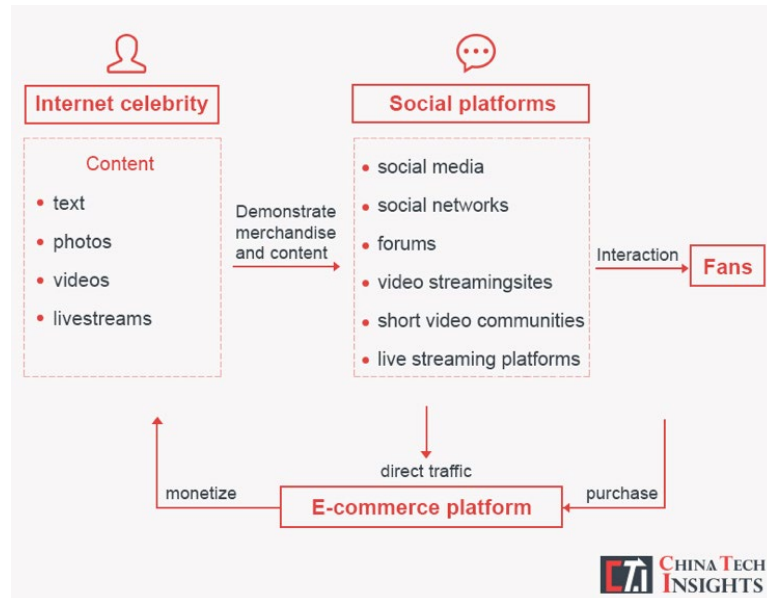
2. Weibo: a Chinese microblogging website. Launched by Sina Corporation on August 14, 2009, it is one of the biggest social media platforms in China. The platform has been a huge financial success, with surging stocks, lucrative advertising sales and high revenue and total earnings per quarter. At the start of 2018, it surpassed the US\$30 billion market valuation mark for the first time.



3. Sharing Economy: an economic model defined as a peer-to-peer (P2P) based activity of acquiring, providing, or sharing access to goods and services that is often facilitated by a community-based on-line platform.



4. Wanghong Economy: the nascent Chinese digital economy based on influencer marketing in social media. Wanghong (literally: 'Internet fame') is the Chinese term for an internet celebrity. Chinese Wanghong attract the attention of Internet users, which can translate into profit through e-commerce and online advertising.



5. Red Envelop (or red packet): monetary gifts presented at social and family gatherings such as weddings or holidays, e.g., Chinese New Year. The red color of the envelope symbolizes good luck and is a symbol to ward off evil spirits.



6. 2019 Hong Kong Protest: also known as the Anti-Extradition Law Amendment Bill movement, is an ongoing series of demonstrations in Hong Kong triggered by the introduction of the Fugitive Offenders amendment bill by the Hong Kong government. If enacted, the bill would have empowered local authorities to detain and extradite criminal fugitives who are wanted in territories with which Hong Kong does not currently have extradition agreements, including Taiwan and mainland China. This led to concerns that the bill would subject Hong Kong residents and visitors to the jurisdiction and legal system of mainland China, which would undermine the region's autonomy and Hong

Kong residents' civil liberties. As the protests progressed, the protesters laid out five key demands, which were the withdrawal of the bill, investigation into alleged police brutality and misconduct, the release of arrested protesters, a complete retraction of the official characterization of the protests as "riots", and Chief Executive Carrie Lam's resignation along with the introduction of universal suffrage for election of the Legislative Council and the Chief Executive.

## **II. Instructions on presentation about sharing economy**

I. select a topic for your presentation:

1. Transportation sharing mode (3-person group)
2. Space Sharing mode (3-person group)
3. Finance Sharing mode & consumer goods sharing mode (2-person group)
4. Dining Sharing mode & health service sharing mode (3-person group)
5. Public resources sharing mode & knowledge and education sharing mode (2-person group)
6. Personal service sharing mode (2-person group)

II. Contents of your presentation

1. The manifestation of the sharing economy:

- (1) How is the selected mode (such as: transportation, health care service) realized in a sharing economy?
- (2) What is the specific form of sharing? (For example, people who like cooking share their cooking skills with others through a third-party platform to make profit from it.)

2. Case study for each mode (For example, Uber can be the case under the mode of sharing transportation mode), including the introduction of the company's ...

- (1) History of development
- (2) Scale and profit mode
- (3) Problems and challenges

3. Discuss the future of the selected sharing economy model