



Prifysgol Cymru
Y Drindod Dewi Sant
University of Wales
Trinity Saint David

200
1822 - 2022

Man Geni Addysg Uwch yng Nghymru
Where Higher Education Began in Wales

Foreign languages & cultural awareness

Mandarin:Chinese

Jinping Li
International hotel Management

jinping.li@uwtsd.ac.uk

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www.uwtsd.ac.uk





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Before we start

As there are quite a few of us here, please ensure that your microphone is muted during all teaching until you are asked a question or there is a group discussion to prevent background noise.

You should attend every class and have a private space to work so that you can concentrate fully on the lesson.

You should not be at work, shopping, driving or caring for children.

Your camera must be always on during lectures please. -Use the Teams university background to protect your privacy.

YOU must join via a laptop or PC/MAC –No attendance permitted on phones or tablets

You will be removed from the session and logged as absent if you fail to adhere to these criteria.

This and all sessions will be recorded so that you can watch it again

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Why is this important?

- This is a Full Time University course and as such the University definitions of engagement and decorum apply as they would in a physical classroom.
- Your Cameras must remain 'On' for the duration of the session in order to ensure equal engagement and for your lecturers to observe your full attendance of the session which is a condition for student loans/maintenance to be authorised.
- You should be using a **desktop or laptop device** with a camera, speakers and a microphone so that you will be able to engage in the session on equal footing with your classmates.
- You will be asked to share your screen and "present" your work, access documents, engage in writing activities use websites and create presentations which are either difficult or impossible on a phone.

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Get a laptop!

- Therefore, we ask you to purchase a laptop if you don't already own one, **by the end of Week 2.**
- Failure to do so within this time period will result in you being reported to the Level Lead in Week 3.
- The University offers bursaries that can provide a suitable device and/or contribute towards connectivity costs if you need some financial help with this.

[-Digital Connectivity Bursary Application Form](#)

[-Undergraduate Bursaries](#)

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Recap

Last week gave an overview
of...

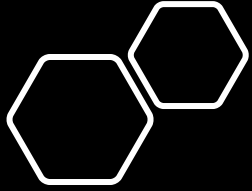
Jinping. Li

- Beijing China
- University Teacher
- 20 years teaching

What about you?



- Who are you?
- Where do you come from?
- How you identify yourself?
- Your hidden talent/skill
- Something you like & dislike
- Something specific about your culture
- Something specific about British/Welsh culture.



The basics

Weekly class

- Breaks
- Attendance
- Engagement
- Commitment
- Learning

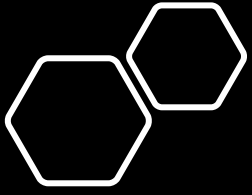


- **Foreign Language**
(Mandarin/Spanish/Italian/German/French)
- **Cultural Awareness**
Students are in groups for each

Attend your group as per the timetable

Why do hotel managers and staff need to understand different cultures?





What this module is about?



Module Aims



Aims:

- ❖ To communicate effectively in a Modern Foreign Language, at a level commensurate with student competency
- ❖ (Mandarin/Spanish/German/French/Italian) in both spoken and written forms within professional Business and Hospitality contexts.
- ❖ To comprehend and gain an understanding of different international customs and culture in order to enhance the guest service experience

By the end you should be able to...



Languages

- Communicate effectively in both written and spoken language within the set of hospitality, business and professional context

Cultural Awareness

- Critically understand international customer behaviour to enhance guest service delivery, though gaining a knowledge of global customs and culture

What will you learn?



- ✓ How did the concept of culture develop and how is it used?
- ✓ Which aspects of culture have become regulators of human life and how do they shape identities?
- ✓ What are the differences between subcultures, cocultures, and subgroups?
- ✓ What are, from a cultural perspective, some definitions and components of communication?
- ✓ What are the media of intercultural communication?

What is Culture?

- a: the customary beliefs, social forms, and material traits of a racial, religious, or social group
- b: the set of shared attitudes, values, goals, and practices that characterizes an institution or organization
- c: the set of values, [conventions](#), or social practices associated with a particular field, activity, or societal characteristic
- d: the [integrated](#) pattern of human knowledge, belief, and behaviour that depends upon the capacity for learning and transmitting knowledge to succeeding generations

EVERYTHING!

[\(Culture Definition & Meaning - Merriam-Webster\)](#)

CULTURAL AWARENESS

“cultural awareness is their understanding of the differences between themselves and people from other countries or other backgrounds, especially differences in attitudes and values.”

(HarperCollins Publishers,,2000)



YOU ARE THE STARS



personal

- Your personal background
- Knowledge of other cultures



study

- Research to develop
- Knowledge and understanding



result

- Intercultural communication competence

MANDARIN – ASSESSMENT – FOREIGN LANGUAGES

Assessment Component 1 – Mandarin

Mode of assessment	Volume	Weighting
Portfolio of written and speaking tasks	4 Assessments	75%

Assessment Component 2 – Coursework

Mode of assessment	Volume	Weighting
Written Report	1000 Words	25%

Assessment Summary

Activity Type	Percentage
Written Exam	0%
Coursework	100%
Practical	0%
TOTAL	100%

Assessment Coursework

Assessment Component 2 – Cultural Awareness (25% weighting)

Written - Hotel Handbook (1000 words)

Students will produce a Hotel Handbook for staff to help manage guest service experiences for the international visitor. **The document will provide a list of two international countries and identify key cultural differences, customs and behavior.** A table of “Do’s and Don’ts” for hotel staff will be included within this submission.



Assignment Submission date
and time:

16th June 2023, by 2359

Assessment Summary

Activity type

Percentage

Written exam

Coursework

Practical

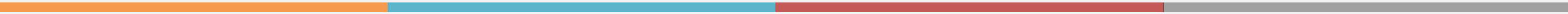
TOTAL

100%

100%

ASSESSMENT COMPONENT 1

Week	Submission Date	Content	Requirements	weighting
4	19 th May 2023	INTRODUCTION VIDEO	Create a video introducing yourself Use the correct phrases, all information should be spoken in the focus language, with assessment of pronunciation and intonation being made	/25
5	26 th May 2023	ROOM RESERVATION RECORDING	Record a Room reservation Dialogue: This should be recorded within the focus language, the specifics of the booking will be given to you by your lecturer, and may contain special requirements.	/25
6	2 nd June 2023	HOTEL EVENT ADVERTISMENT	Create a Hotel Event Advertisement Poster: The poster must be created in a professional way using either PowerPoint poster formats or Canva. And include, the event that you are hosting, room types on offer e.g. double, single or family, including breakfast or breakfast and dinner, and the corresponding prices. Any special considerations also such as music, food and the theme. Consider the culture of the language also and what might or might not be appropriate within the geographical area.	/25
7	9 th June 2023	HOTEL BREAKFAST BOARD	Design a Hotel Breakfast Board: It should include the name of the hotel restaurant, times of breakfast service, the range of breakfast available e.g. cold buffet, hot buffet, vegan, vegetarian and whether this is also available within room service. Remember to include the prices for each section and present in a professional format.	/25



第 1 课

你好



Greeting

Nǐ hǎo
你好!

Nǐ hǎo
你好!



Greeting

Nǐ hǎo

你 好 Hello.

Nǐmen hǎo

你们 好 Hello.(pl. to people more than one)

Dàjiā hǎo

大家 好 Hello everyone/guys.

Lǎoshī hǎo

老师 好 Hello teacher.



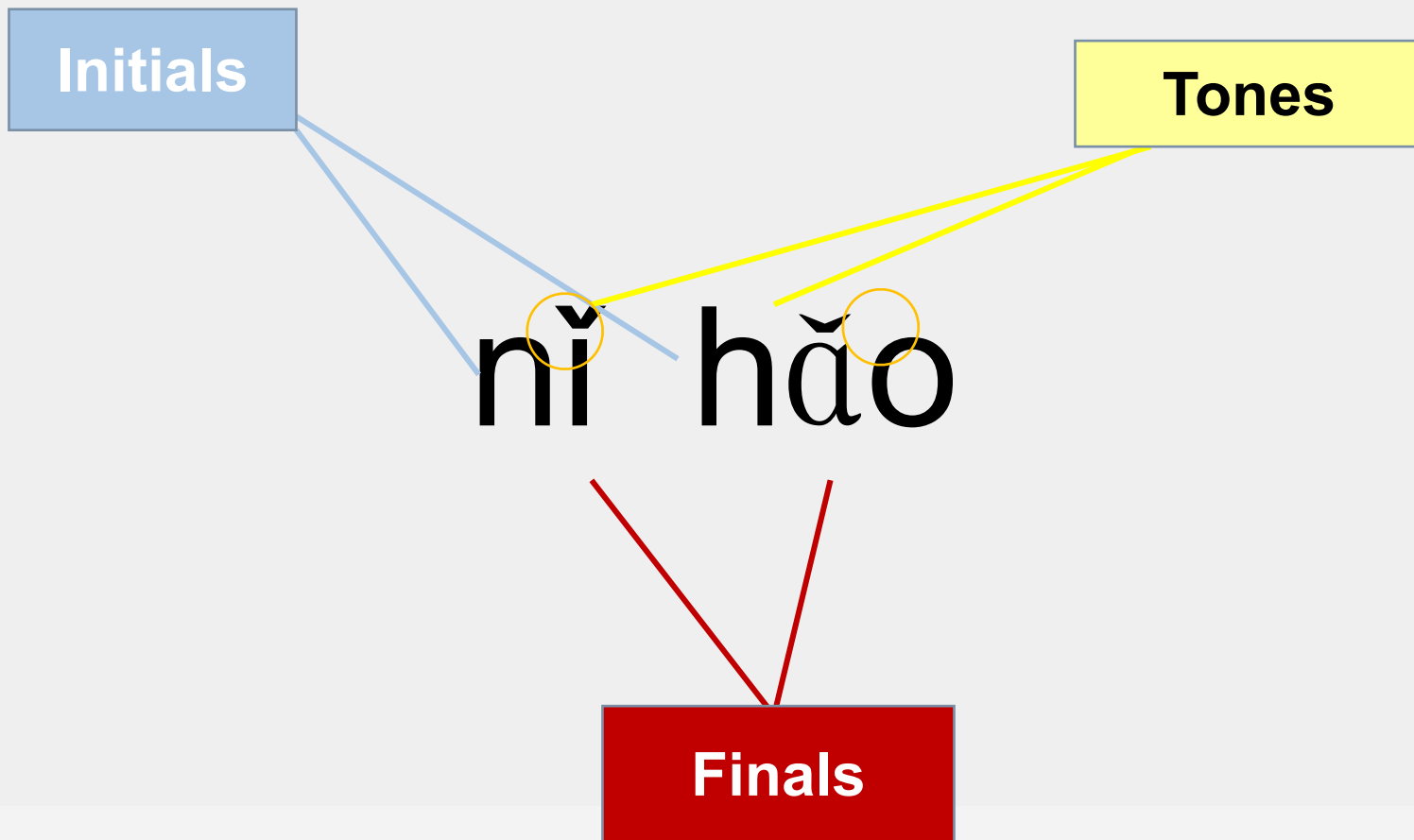
Tóngxuémen hǎo
同学们 好!

Lǎoshī hǎo
老师 好!



Let's greet each other.

拼音 (pinyin)



12:33

shēngmǔ

声母 (initials, consonants)

- initials

- b p m f d t n l

- g k h j q x

- zh ch sh r z c s

Most consonants sound broadly similar in pinyin and english, except for the following, which sound approximately like the highlighted english sounds.

C

q

X

z

zh

Pets

Chin

shin

pads

fudge

yùnmǔ

韵母: (finals)

Six basic vowel sounds

a

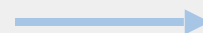
o

e

i

u

ü



元音 (vowel)

yùnmǔ

韵母 (finals)

a

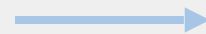
o

e

i

u

ü



元音 (vowel)

art

ore

her

see

rude

Six Basic Vowels

• a



art

• o



shore

• e



her

• i



see

• u



rude

• ü

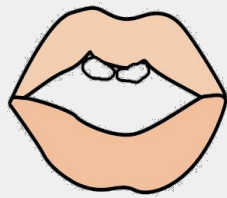


Yùn mǔ

韵母



a



o



e



i



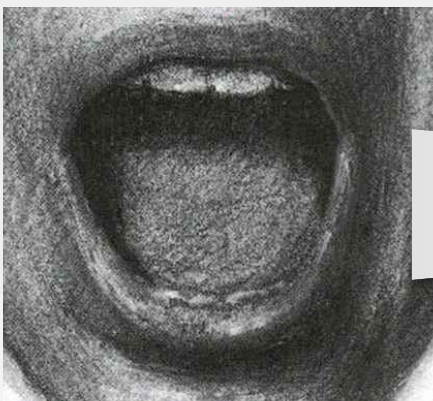
u



ü

Six basic vowels

a o e i u ü



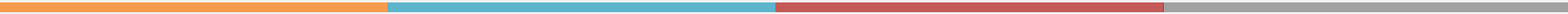
Combined vowels

Generally, combined vowels retain their individual basic sound

a **o** **e** **i** **u** **ü**

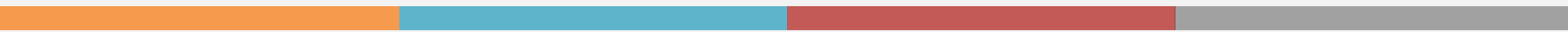
- ai ei ui ao ou iu
- ie üe er an en in
- un ün ang eng ing ong

Combined vowels



<https://www.youtube.com/watch?v=EReU1BKtAXo>

声母歌韵母歌

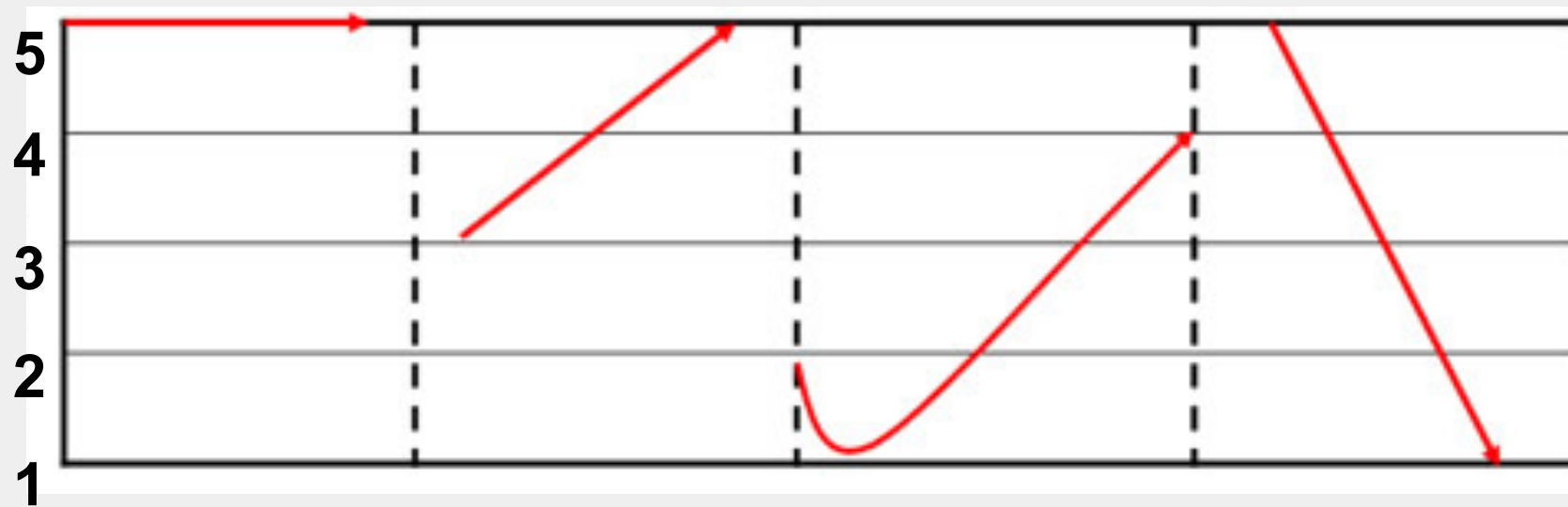


shēngdiào

声调 (tones)

Tones(4)

- the first tone: — high pitch, flat and steady ā
- the second tone: / rising á
- the third tone: ∨ falling then rising ǎ
- the fourth tone: \ falling sharply à



一声
first tone
 $\bar{a}$

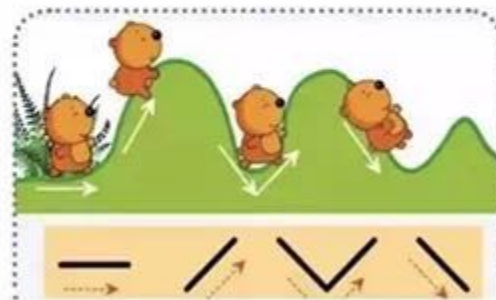
二声
second tone
 $\acute{a}$

三声
third tone
 $\check{a}$

四声
fourth tone
 $\grave{a}$

Tones 声调

yī èr sān sì wǔ liù qī bā jiǔ shí
一 二 三 四 五 六 七 八 九 十



- 1 walking tone yī 一
- 2 climbing tone yí 姨
- 3 bouncing tone
- 4 jumping tone

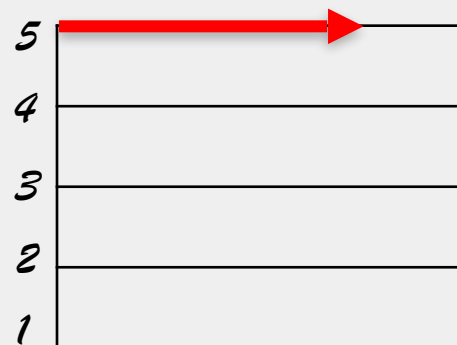


孔子学院总部 / 国家汉办
Confucius Institute Headquarters (Hanban)

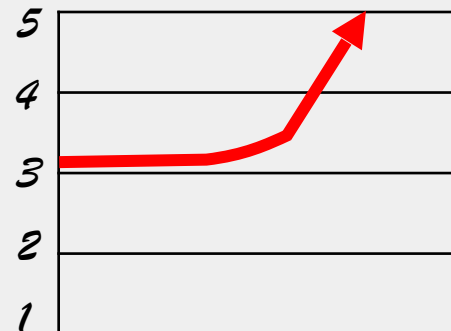
Like singing?

- The distinctive sing-song quality of Chinese is due to its tones. Each tone, indicated by a tone marker over the vowel, brings an entirely different meaning to the same combination of letters.

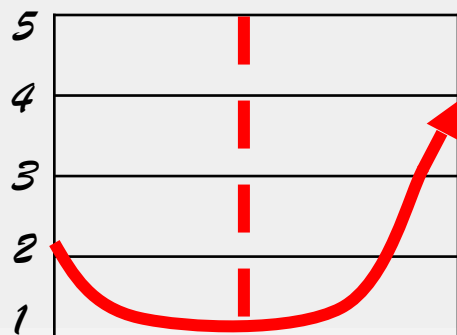
2. 汉语的声调 (四声) Tones (Four Tones)



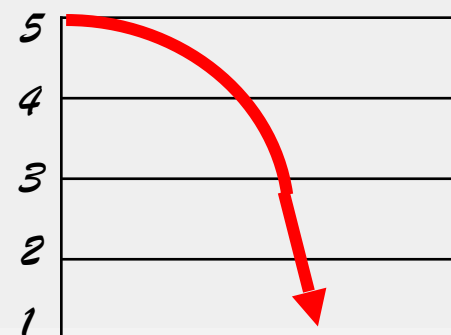
mā
妈
mother



má
麻
fibrous crops



mǎ
马
horse



mà
骂
to scold

拼音 *Pinyin*

- 朗读下列音节，注意声调的不同

Read the syllables aloud and pay attention to the tones

ā

á

ǎ

à

ō

ó

ǒ

ò

ē

é

ě

è

ī

í

ǐ

ì

ū

ú

ǔ

ù

ǖ

ǘ

ǜ

ǚ

<https://www.youtube.com/watch?v=zYAFn5DQ3vw>
六个韵母四声调练习

课文 *Text 1*

nǐ hǎo

A: 你好!

nǐ hǎo

B: 你好!



课文 *Text 1*

A: 你好!

B: 你好!



Nín
Nín
Nín
Nín
Nín

课文 *Text 2*

nǐn hǎo

A: 您 好!

nǐ men hǎo

B: 你 们 好!



课文 *Text 2*

A: 您 好!

B: 你 们 好!



课文 *Text* 3

duì bù qǐ (chin)

A: 对不起!

méi guān xi

B: 没关系!



课文 *Text* 3

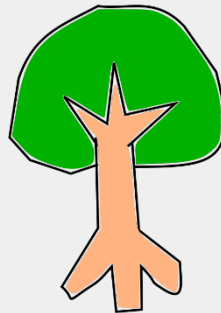
A: 对不起!

B: 没关系!



Like drawing?

mù



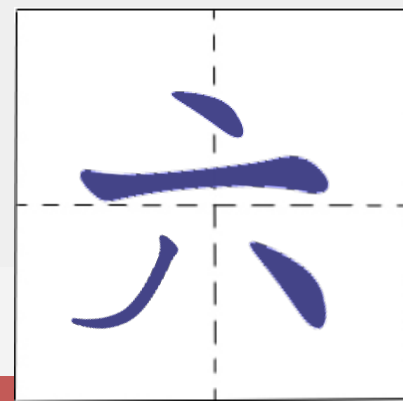
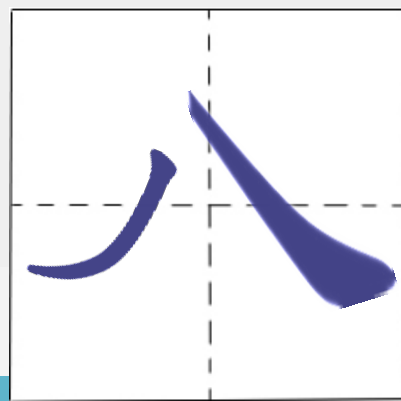
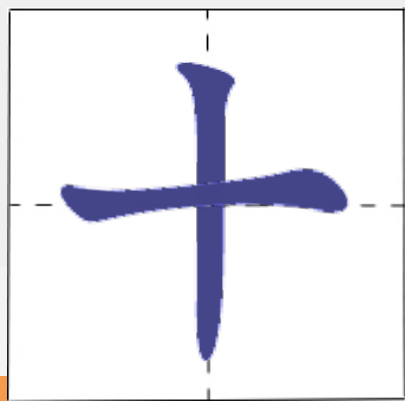
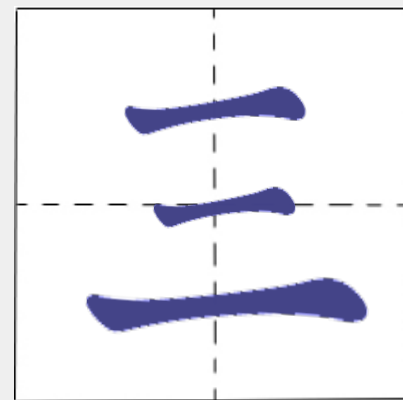
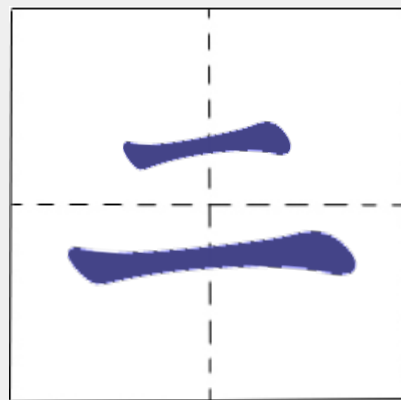
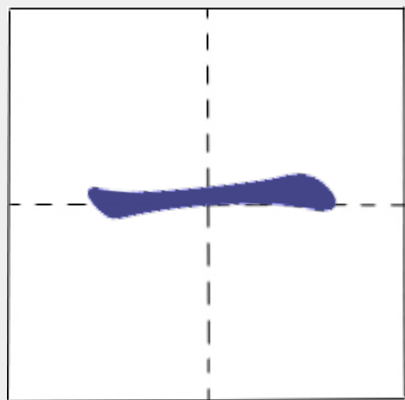
汉字 Characters

1. 汉字的笔画 (1) Strokes of Chinese Characters(1)

笔画名称 Stroke	运笔方向 Direction	例字 Example Characters
 横 héng horizontal		 yī one  èr two
 竖 shù vertical		 shí ten  gōng work, labor
 撇 piě left-falling		 rén human  bā eight
 点 diǎn dot		 bù no, not  liù six
 捺 nà right-falling		 dà big  tiān sky

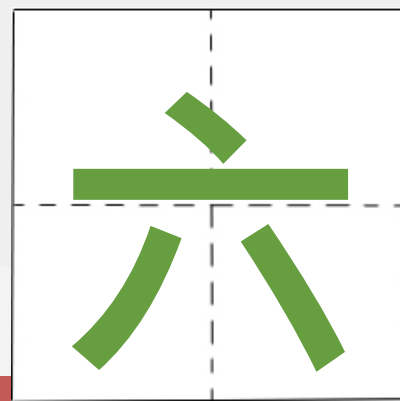
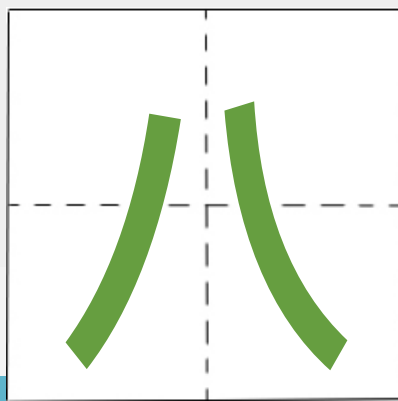
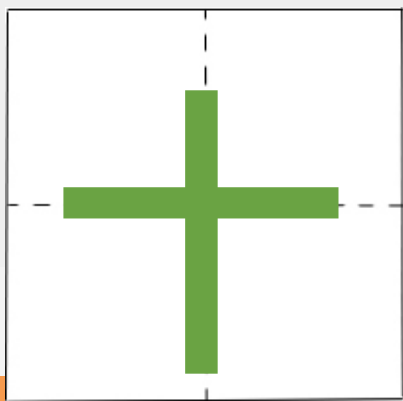
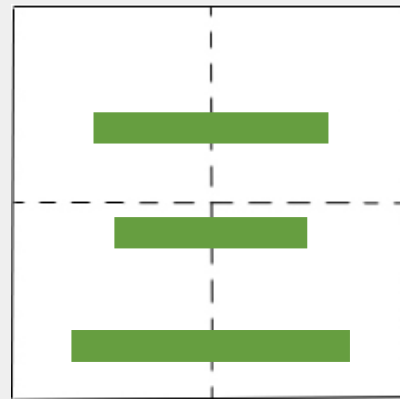
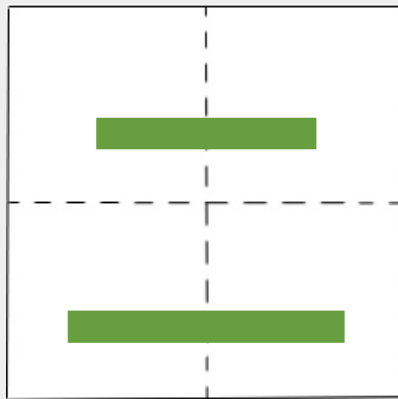
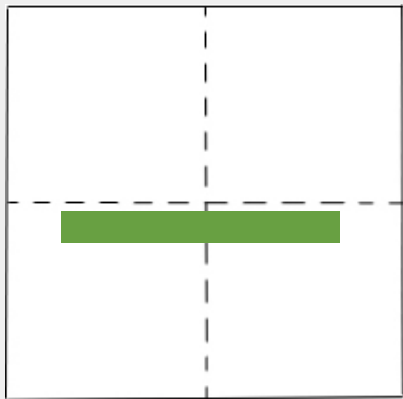
汉字 *Characters*

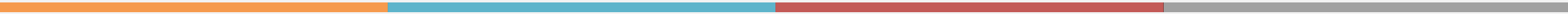
2. 认识独体字（笔画） Single-Component Characters (Strokes)



汉字 *Characters*

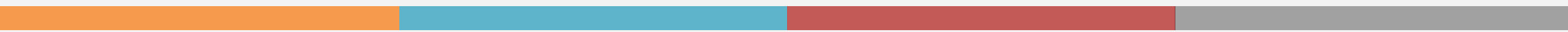
2. 认识独体字 Single-Component Characters





https://www.youtube.com/watch?v=AleSzxDE_NI&t=18s

时代广场宣传片



再见！ zàijiàn



Goodbye

QUESTIONS?



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I look forward to seeing you next week.

If you have any questions in the meantime, please send an email from your [student account](#)

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