

Map of the book

Unit	A cross-cultural view		Western media perspectives	
	Scenario	Cross-cultural understanding	Case study	Media literacy
1 <i>p2</i> Chinese traditional culture	About Chinese courtesy <i>p4</i>	Cultural awareness <i>p5</i>	Eating with chopsticks <i>p8</i>	Ethnocentrism <i>p11</i>
2 <i>p22</i> Poverty alleviation	About how Pu'er shook off poverty <i>p24</i>	Chinese Dream vs. American Dream <i>p25</i>	A sustainable poverty alleviation program <i>p28</i>	False balance <i>p31</i>
3 <i>p42</i> Beijing Olympic Games	About Chinese people's physical exercise <i>p44</i>	Stereotype <i>p45</i>	It is not a nuclear plant <i>p48</i>	Out-of-context photos or videos <i>p51</i>
4 <i>p62</i> Fighting against the pandemic	About wearing masks or not <i>p64</i>	Collectivism vs. individualism <i>p65</i>	Similar lockdown policies <i>p68</i>	Double standards <i>p71</i>
5 <i>p82</i> Combating climate change	About a solar farm in Qinghai, China <i>p84</i>	Man-and-nature relationships <i>p85</i>	Take meat off the menu? Not China <i>p88</i>	Media frame <i>p91</i>
6 <i>p102</i> A community of shared future	About China's help to Africa <i>p104</i>	Harmony vs. hegemony <i>p105</i>	It is not a neocolonialist project <i>p108</i>	Labeling and stigmatizing <i>p111</i>

Real China		Tell your China stories
Chinese media insights	Real China stories	
British young man falls in love with Chinese tea culture <i>p16</i>	Traditional Chinese cultural symbols and implications <i>p17</i>	Give a short speech to introduce Chinese <i>gongfu</i> <i>p20</i>
Progress points: looking back, moving forward <i>p36</i>	China's achievements and experience in poverty alleviation <i>p37</i>	Write a short report on the story of Minning Town <i>p40</i>
Together for a shared future <i>p56</i>	The Beijing 2022 Olympic and Paralympic Winter Games <i>p57</i>	Conduct interviews to know more about the national fitness campaign in China <i>p60</i>
The whole nation fights as one <i>p76</i>	China's achievements and experience in fighting against the pandemic <i>p77</i>	Make a short video to refute the false accusation of "vaccine diplomacy" <i>p80</i>
Saihanba benefits mankind <i>p96</i>	How does China respond to climate change? <i>p97</i>	Reply to a social media post to explain why China wouldn't cause energy crisis <i>p100</i>
Belt & Road bedtime stories <i>p116</i>	Building a community of shared future <i>p117</i>	Make a short video to tell a story of China's contributions to the world with the theme of good-neighborliness <i>p120</i>