

UNIT

4

Cultural heritage: Tradition and innovation

To sustain a civilization, it must be kept vibrant and built on its heritage from one generation to the next. More importantly, a civilization needs to adapt itself to the changing times and break new ground.

Xi Jinping, keynote speech at the opening ceremony of the Conference on Dialogue of Asian Civilizations

Immersive digital experience exhibition at the Palace Museum

Key facts about China

- China has the second largest number of UNESCO World Heritage Sites in the world, with a total of **59** sites in 2024.
- **Spring Festival** was inscribed on UNESCO's Representative List of the Intangible Cultural Heritage of Humanity on December 4, 2024.
- To enhance the preservation of cultural heritage, various **laws, rules, and regulations** have been formulated at the national level, including Opinions on Further Strengthening the Protection of Intangible Cultural Heritage (2021).
- The Ministry of Culture and Tourism recognized several exemplary cases of **cultural digitization innovation**, such as the immersive opera *Daiyu Buries Flowers*, which uses VR to blend virtual Yue opera performances with real stage set-ups.
- In 2024, a new record for museum attendance was set in China, with **over 6,000** museums nationwide registering a total of **1.4 billion** visits throughout the year.



Scenario

To celebrate Cultural and Natural Heritage Day, your university is hosting a competition with the theme “Heritage in the Modern Era.” The event aims to raise awareness and inspire innovative approaches to cultural heritage protection and promotion. Students, including international students, are invited to submit proposals that showcase original and creative solutions for preserving and promoting cultural heritage. Winners will be given the chance to present their ideas at an international conference and may even receive funding to implement their projects. As an enthusiast of Chinese cultural heritage, you are to craft a proposal on innovative ways to preserve and promote it.

Learning objectives

After completing this unit, you will be able to:

- explain the significance of cultural preservation and promotion in the modern world;
- report on China’s efforts in cultural preservation and modernization;
- describe India’s innovative approaches to preserving and promoting its tea culture;
- illustrate a cultural concept with contextual background and relatable examples in intercultural communication.

Understanding China

Viewing



New words

obscurity /əb'skjuərəti/ *n.* 默默无闻

elaborate /ɪ'læb(ə)rət/ *a.* 精美的

take to sth. 开始沉湎于

fuse /fju:z/ *v.* (使) (特质、思想等) 融合

ride the wave (of sth.) 抓住机遇

omnipresent /ˌɒmnɪ'preznt/ *a.* 普遍存在的

- 1 Work in pairs. Share with your partner what you know about *guochao* and provide examples of *guochao*-inspired products.

Viewing and understanding

Scan the code. Watch the video and complete the following activities.



- 2 Decide whether each statement is true (T) or false (F), then correct the false statements.
 - ☐ 1 *Guochao*, or China chic, is a trend that blends traditional Chinese culture with modern life.
 - ☐ 2 The *hanfu* culture gradually disappeared after the collapse of the Qing Dynasty.
 - ☐ 3 *Hanfu* lovers used their imagination to restore this traditional style.
 - ☐ 4 The young Chinese bring *hanfu* to their graduation, work, weddings, and even the global stage.
 - ☐ 5 The market size of the *hanfu* fashion industry reached US\$2.7 billion in 2024.

- ☐ 6 Fashion is not only about garments but also a reflection of social, political, cultural, and economic changes.
- ☐ 7 Both Chinese and European make-up brands have been riding the wave of *guochao* and have seized significant market share.
- ☐ 8 Urban planners in China are preserving Chinese heritage by incorporating traditional Chinese architecture in their designs.

Intercultural communication skill

Illustrating a cultural concept with relatable examples

When you discuss a cultural concept like *guochao* with the international audience, it's helpful to use relatable examples to bridge the cultural gap.

In this video, young people wearing traditional *hanfu* outfits on the streets of China and Europe is a vivid example, as the audience can easily visualize the blend of historical and modern elements, making the concept of *guochao* easier to understand. The use of hashtags like #NewChinesePattern on social media makes the trend more relatable, as the audience can connect with popular fashion trends online, even if they are not familiar with Chinese fashion specifics. Additionally, economic data, such as *hanfu*'s market growth from US\$1.8 billion to an expected US\$2.7 billion, is relatable as it helps the audience understand the significant economic impact of this cultural trend.

These examples make the concept of *guochao* accessible, fostering a deeper understanding and appreciation of Chinese culture among the international audience.

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- 3 Work in groups. Share other relatable examples that can be used to illustrate the concept of *guochao* and explain why they help make the concept easier to understand.

Reading

After exploring the phenomenon of *guochao*, which showcases contemporary Chinese cultural trends, we will now shift our focus to the preservation efforts concerning the Mogao Grottoes. These dedicated and innovative efforts underscore China's commitment to safeguarding its rich cultural heritage, spanning from systematic conservation to cutting-edge digital projects.



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Eternal dance of art: The digital rebirth of the Mogao Grottoes



- ¹ Deep in the desert of the Hexi Corridor in Gansu Province lies a world-famous cultural treasure – the Mogao Grottoes, also known as the Thousand Buddha Grottoes. This remarkable complex of Buddhist caves is a UNESCO World Heritage Site and features over 740 caves. These caves are filled with more than 3,000 colorful statues and 45,000 square meters of stunning murals.
- ² The murals and sculptures that adorn the walls of the Mogao Grottoes are not only exquisite works of art but also invaluable historical records. Spanning more than 1,000 years, these artistic treasures offer insights into the evolving styles, techniques, and themes of Buddhist art in China. They also offer a glimpse into the cultural, social, and religious life of the people who created and patronized them.
- ³ The Mogao Grottoes have profound cultural significance, not only for China but for the world. Situated at a strategic point along the ancient Silk Road, the Mogao Grottoes have served as a meeting place for diverse cultures, religions, and artistic traditions. This convergence gave rise to a unique blend of Buddhist art that includes elements from Indian, Central Asian, Persian, Hellenistic, and Chinese traditions. As such, the grottoes are a symbol of cultural exchange and dialogue between East and West.
- ⁴ Recognizing the cultural importance of the Mogao Grottoes, generations of dedicated guardians have poured their hearts and souls into protecting them. The conservation journey began in 1944 with the establishment of the National Research Institute on Dunhuang Art. Chang Shuhong, who served as head of the institute, and other senior colleagues cleared away centuries of accumulated sand from over 300 caves, built more than 1,000 meters of earthen walls, and planted trees in the surrounding area to protect the site. Following





the suggestion of Duan Wenjie, who started working as the archeological team leader in 1946, researchers adopted a new method of copying the murals that did not involve direct contact with the wall surfaces, thus preventing additional harm to the murals.

- ⁵ Following in their footsteps, Fan Jinshi, an archeologist and former director of the Dunhuang Academy, has dedicated her life to the preservation and study of the Mogao Grottoes. In the 1980s, after seeing photos of the caves taken in 1908, she was shocked by the significant deterioration of the murals, colored sculptures, and other artifacts in just 70-80 years. She advocated for the use of computer technology as a means to preserve the endangered Mogao Grottoes, aiming for their permanent preservation and sustainable use. Thus began the Digital Dunhuang. This groundbreaking project aims to create complete digital records of the grottoes, including their full collection of cultural relics, by processing and permanently storing 2D and 3D data using photogrammetry and 3D digital reconstruction technologies, among other methods. The project has made great strides in creating digital data archives, image processing, 3D reconstruction of sculptures and caves, and panoramic tours, along with the scanning of archived images and the establishment of a digital team.
- ⁶ In 2014, a digital display center for the Mogao Grottoes was established. The center developed films about the site's history and the fantastic artistic works found inside the caves and presented these films to visitors. This has made it possible for the cultural heritage of Dunhuang to be exhibited at various venues outside of the grottoes.
- ⁷ By visiting the Digital Dunhuang website launched by the academy in 2016, people worldwide can explore high-definition images and take a panoramic tour of 30 famous caves. In September 2017, the English version of Digital



Notes

A **UNESCO World Heritage Site** is a place or area that is recognized by the United Nations Educational, Scientific and Cultural Organization (UNESCO) as having outstanding cultural, historical, scientific, or natural significance to humanity. These sites are considered to be of immense value to the collective heritage of humanity and are legally protected by international treaties once designated. They range from natural landscapes, such as national parks and biodiversity hotspots, to cultural landmarks like ancient cities, historic monuments, and archeological sites. Each site is selected based on rigorous criteria that consider its universal value and integrity.



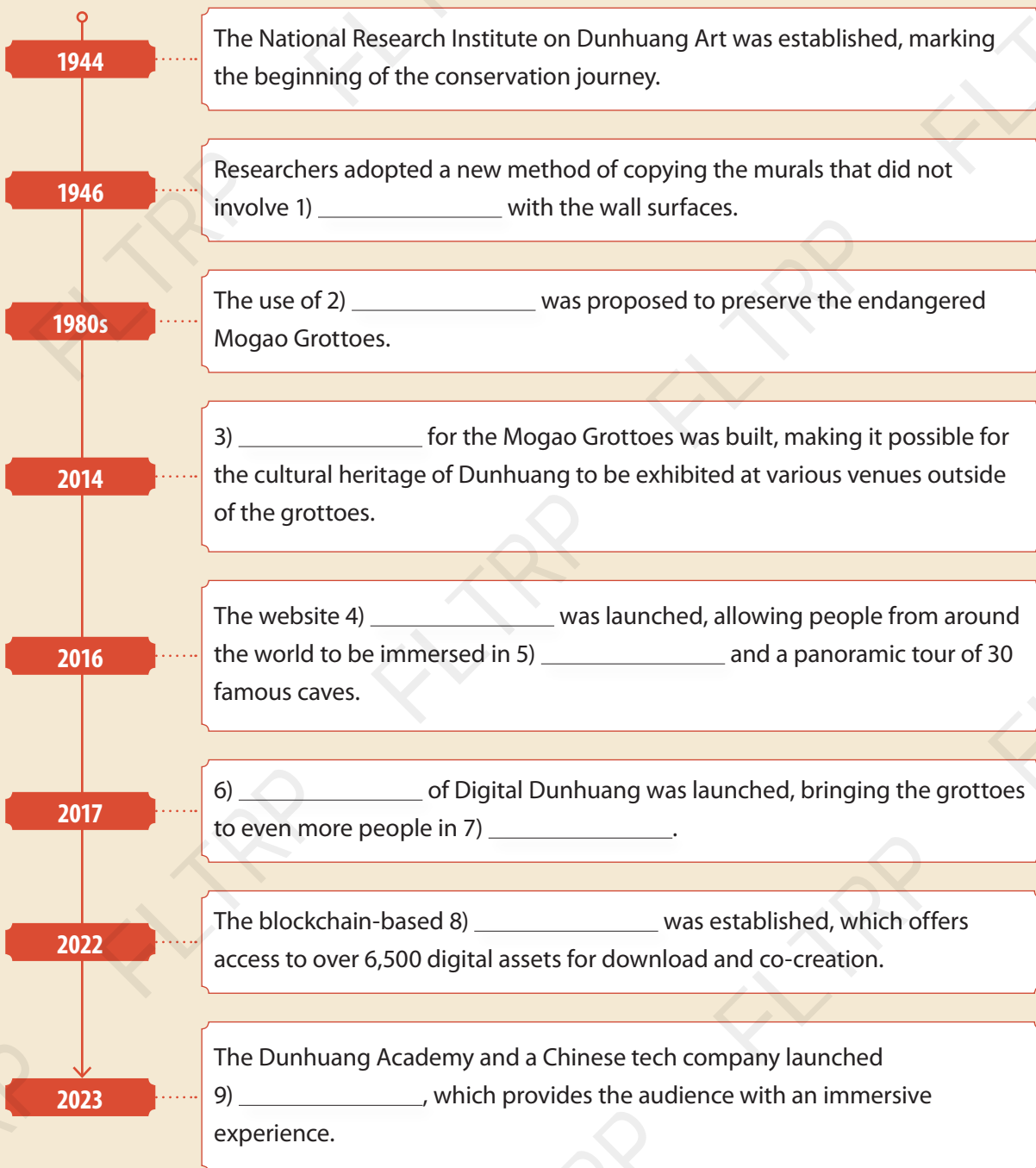
Cave 285 of the Mogao Grottoes

Dunhuang was launched, bringing the grottoes to an even broader audience in 78 countries, including the U.S., Japan, Canada, and Australia. The website has seen over 22 million visits so far.

- 8 The Digital Dunhuang website has evolved over time. In 2022, a blockchain-based Material Library and co-creation platform was launched, allowing access to over 6,500 of digital assets for download and co-creation. In 2023, the academy and a Chinese tech company launched the Digital Library Cave. This game-like program recreates all the minute details of the cave's ancient frescoes and cultural relics with millimeter-level accuracy, and provides the audience with an immersive experience. The partners also created a virtual ambassador of the Mogao Grottoes, named Jia Yao, to engage the public through interactive exhibits.
- 9 Emerging from the sands of time, the Mogao Grottoes now step gracefully into the digital age. The whispers of history echo through the virtual caves, which breathe new life into the ancient stone. The Mogao Grottoes are a promise to the future – a promise of eternal beauty, boundless knowledge, and a shared cultural heritage that resonates through the ages.

Reading and understanding

1 Read the text and complete the timeline of preserving and promoting the Mogao Grottoes.



- 2 Both preservation and promotion efforts are essential for the Mogao Grottoes to thrive. Find examples of these efforts mentioned in the text.**

Preservation

Example: *Chang Shuhong and other senior colleagues cleared away centuries of accumulated sand from over 300 caves, built more than 1,000 meters of earthen walls, and planted trees in the surrounding area to protect the site.*

Promotion

Example: *In 2014, a digital display center was built to develop and show films about the Mogao Grottoes' history and art, allowing the cultural heritage of Dunhuang to be exhibited at various venues outside the grottoes.*

Intercultural communication skill

Providing contextual background for a cultural item

When you introduce a cultural item to the international audience, it is essential to provide contextual background, such as the origin and significance of the item, to bridge knowledge gaps and help the audience appreciate its depth and importance.

For example, by explaining that the strategic location of the Mogao Grottoes gave rise to a unique blend of Buddhist art, the text helps the reader understand the origin of the Mogao Grottoes. Highlighting that the Mogao Grottoes are a UNESCO World Heritage Site, a universally acknowledged status, helps the reader recognize their cultural significance. Numerical details, such as "740 caves," "3,000 colorful statues," "45,000 square meters of stunning murals," and "spanning more than 1,000 years," also provide rich contextual information. By offering this comprehensive background, the text enhances the reader's understanding and appreciation of this cultural treasure.

Scan the code and learn more about the skill on Ucampus.



- 3 Work in pairs. Discuss what contextual background you would provide if you were to introduce the Mogao Grottoes.**

Language in focus

1 Complete the sentences with the correct form of the words given below.

accumulate artifact deterioration eternal
exquisite minute (a.) panoramic profound

- 1 I carefully examined every photograph in _____ detail with a magnifying glass so as not to miss a thing.
- 2 _____ from the ancient temple reveal fascinating details about agricultural practices and daily life centuries ago.
- 3 From the mountaintop, we enjoyed a breathtaking _____ view of the valley below, stretching out as far as the eye could see.
- 4 Museums worldwide continue _____ precious cultural relics that tell stories of human civilization's journey.
- 5 The intricate carvings on the ancient palace are _____ examples of the craftsmanship and artistry of that era.
- 6 Nature's beauty serves as a(n) _____ source of inspiration, connecting poets and artists across generations.
- 7 The ancient philosopher's teachings have had a(n) _____ impact on the cultural and intellectual development of the region.
- 8 Efforts to prevent the _____ of historical landmarks are vital for safeguarding cultural heritage.

2 Rewrite the sentences with the correct form of the expressions given in brackets.

- 1 Young craftspeople in Shaanxi continue the legacy of master artisans to preserve shadow puppet (皮影戏) making techniques. (follow in one's footsteps)
- 2 The historic downtown area was transformed by the renovation project, attracting tourists and revitalizing local businesses. (breathe new life into)
- 3 Heritage experts have been pushing for greater efforts to protect Ming Dynasty porcelain techniques in Jingdezhen's traditional workshops. (advocate for)
- 4 The construction of the Grand Canal brought about economic prosperity and cultural flourishing, connecting regions through trade and shared traditions. (give rise to)

- 5 The lion dance holds great cultural significance in China; as a result, it is performed at every major occasion. (as such)
- 6 China has achieved significant progress in restoring sections of the Great Wall and promoting cultural heritage tourism along its historic route. (make great strides)
- 7 Volunteers removed the snow in front of the Yellow Crane Tower (黄鹤楼) to ensure safe access for visitors. (clear away)

3 Translate the paragraph into English.

中国国家博物馆坐落于北京天安门广场东侧，是世界上规模最大、最著名的博物馆之一。博物馆藏有百万件珍贵的文物，展现了中华民族上下五千年的灿烂文明。从令人惊艳的青铜器（bronze ware）到精美绝伦的瓷器，每一件藏品都蕴含着深刻的历史与文化意义。我们可以从中领略古代人民的智慧和创造力，感受中华文明源远流长的辉煌与独一无二的魅力。（relic, stunning, exquisite, artifact, profound）

Critical thinking

Work in groups and discuss the questions, then share your ideas in class.

- 1 The trend of *guochao* and the use of digital technology for the Mogao Grottoes represent two different approaches to cultural preservation and modernization. What are their respective impacts on cultural heritage?
- 2 Interdisciplinary efforts play a crucial role in preserving and promoting cultural heritage. Can you provide examples of how these efforts are involved in the promotion of *guochao* and the preservation of the Mogao Grottoes? What role do you think your field of study can play in the preservation and promotion of Chinese culture?
- 3 The *guochao* trend and the increasing popularity of museums in China highlight the importance of cultural heritage in contemporary society. How does each example serve to strengthen national identity and cultural pride? How do they contribute to the global understanding and appreciation of Chinese culture?

In **Understanding China**, we learned about China's innovative efforts in preserving cultural heritage. For a culture to remain vibrant, intercultural communication plays a crucial role, allowing traditions to resonate with a diverse audience. Now, we will explore how tea, a traditional beverage from China, has become a sensation in India, showcasing India's creative approaches to preserving its tea culture.



Tea garden in Assam, India



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Timeless brew: The ever-evolving story of tea

¹ In a quiet Japanese tearoom, guests kneel in reverence as a tea master prepares matcha, each graceful movement embodying centuries of tradition. In the heart of London, an elderly woman sits down for her afternoon tea, carefully pouring a strong black brew into a china cup and adding a splash of milk. In a Moroccan courtyard, friends gather over glasses of sweet mint tea, poured from a height to symbolize the host's respect and generosity. Over in Mumbai, a street vendor mixes spices into boiling chai, filling the air with the smell of cardamom and ginger. Tea, enjoyed in so many different ways around the world, allows diverse cultures to share a common love. The story of tea is a fascinating tale of tradition, connection, and innovation, which has been passed down through the ages and across borders.

- ² Tea's journey began in ancient China, where it was discovered over 5,000 years ago. Legend attributes its discovery to Shennong, whose first cup of tea was produced by accident when leaves from a nearby tree blew into his boiling water. This stroke of luck sparked tea's role in Chinese culture, with tea drinking flourishing during the Tang Dynasty. Lu Yu, often referred to as the Sage of Tea, wrote *The Classic of Tea* in the 8th century, in which he described the art of tea cultivation and its cultural significance. As tea culture flourished in China, it spread to neighboring countries, including India. Large-scale tea plantations were established in Assam and Darjeeling during the 19th century, significantly increasing the production and popularity of tea in India. Tea became embedded in Indian daily life, from the bustling streets of Delhi with its *chaiwalas* to the quiet villages where families gathered for evening tea. Chai, often brewed with milk and sugar, has become a symbol of warmth and hospitality and an essential part of Indian culture.
- ³ Currently, as the second-largest tea producer globally, India has made significant efforts to preserve and promote its tea heritage, weaving the story of tea into the very fabric of its national identity. To protect the unique characteristics of its teas, India has implemented the geographical indication (GI) tag, with Darjeeling tea being the first to receive this prestigious recognition. The GI tag ensures that only tea grown in Darjeeling can carry the regional name, preserving its legacy and quality. Moreover, embracing modern advancements, some tea producers have adopted blockchain technology to track and verify the origins of their tea leaves, providing a transparent and secure way to ensure authenticity.
- ⁴ Alongside preservation efforts, there is a strong push to revitalize the tea industry with sustainable practices and creative marketing strategies. Initiatives such as organic farming, water conservation, and fair-trade practices are increasingly being adopted to ensure environmental sustainability and social responsibility. In the lush tea estates of Assam and Darjeeling, tea tourism has blossomed, inviting visitors to experience the beauty of tea gardens



and witness the process of tea production for themselves. These estates offer not just a taste of fine teas but a journey through history and culture.

- ⁵ Beyond the rolling hills of tea estates, India's urban centers see tea culture merging tradition with modernity. In the cities, automated tea machines operate alongside traditional *chaiwalas*. These machines, found in railway stations and office buildings, offer a quick and consistent cup of chai, blending tradition with convenience. Meanwhile, contemporary tea lounges are reinventing the tea experience, offering creative blends that appeal to younger generations. Whether it's a spicy chai latte or a cool mint-infused iced tea, these modern adaptations keep the spirit of tea alive and thriving.
- ⁶ India's efforts in preserving and innovating its tea culture have enriched its cultural heritage and made valuable contributions to global tea traditions. From the tea fields of China to the rolling hills of Assam, tea has traveled far and wide, leaving a unique mark on every society it touches. It is an art form in Japanese ceremonies, a daily ritual in British homes, and a symbol of hospitality in Moroccan households. This simple beverage, whether enjoyed hot or iced, spiced or sweetened, carries with it stories of tradition, connection, and innovation. As we sip our tea, we participate in a global tradition that brings us together, one cup at a time.

Notes

Shennong, also known as the Divine Farmer, is a legendary figure in Chinese mythology and is honored as the father of agriculture and herbal medicine. Legend credits him with teaching ancient people how to cultivate crops and inventing farming tools. Shennong is also renowned for tasting hundreds of herbs to determine their medicinal properties, often risking his life to gather knowledge that laid the groundwork for Chinese medicine.



Reading and understanding

1 Read the text and complete its overview.

Various ways of enjoying tea around the world

- In a Japanese tearoom, guests 1) _____ as a tea master prepares matcha.
- In London, an elderly woman enjoys her afternoon tea, which is a strong black brew with 2) _____.
- In Morocco, the sweet mint tea poured from a height symbolizes the host's 3) _____.
- In Mumbai, a street vendor mixes spices into boiling chai.

Journey of tea

- Tea originated in China and flourished during 4) _____.
- Tea spread to neighboring countries, including India, where it has become a symbol of 5) _____ and an integral part of Indian culture.

India's efforts to preserve and innovate its tea culture

- The GI tag system safeguards the unique characteristics of Indian teas, with Darjeeling tea being the first to receive recognition.
- Blockchain technology has been adopted to 6) _____ the origins of tea leaves.
- Creative initiatives are increasingly being adopted to revitalize the tea industry, such as 7) _____, water conservation, and fair-trade practices.
- 8) _____ has blossomed, inviting tourists to experience tea gardens and witness tea production.
- In cities, 9) _____ offer convenient and consistent chai, while modern tea lounges offer fusion teas that cater to young people.

Cultural significance of tea

Tea carries with it stories of tradition, connection, and innovation, and brings us together.

2 The story of tea is one of tradition, connection, and innovation. Match the sentences from the text with the themes a-c.

a Tradition

b Connection

c Innovation

1 In a Moroccan courtyard, friends gather over glasses of sweet mint tea, poured from a height to symbolize the host's respect and generosity.

2 Chai, often brewed with milk and sugar, has become a symbol of warmth and hospitality and an essential part of Indian culture.

3 Whether it's a spicy chai latte or a cool mint-infused iced tea, these modern adaptations keep the spirit of tea alive and thriving.

4 From the tea fields of China to the rolling hills of Assam, tea has traveled far and wide, leaving a unique mark on every society it touches.

Language in focus

Scan the code for language exercises to practice words, expressions, and sentence structures in this section.



Roundtable discussion

Diversity encourages interaction among civilizations, which in turn promotes mutual learning and further development. Examine the opportunities and challenges that modernization and globalization present to cultural heritage across different nations, drawing on the materials from this unit and your research. To facilitate discussion, you may consider the following perspectives:

- **Cultural heritage preservation:** How do different countries protect their heritage? Consider approaches such as government policies, modern technology, and global initiatives.
- **Cultural heritage innovation:** How do different countries adapt traditional culture to contemporary contexts? What common or unique approaches are used to make traditional culture relevant to younger generations or help it thrive in the modern world?
- **Cultural heritage promotion:** What strategies do different countries employ to promote their cultural heritage? Consider the role of tourism, media, and intercultural communication programs in promoting cultural heritage.

Project: Writing a proposal on the preservation and promotion of Chinese cultural heritage

In **Understanding China**, we explored the vibrant trend of *guochao*, which blends China's rich cultural past with modern life and impacts various industries. We also examined China's dedicated efforts in preserving the cultural heritage of the Mogao Grottoes with the help of modern technologies. In **Exploring the World**, we learned about India's innovative approaches to preserving and promoting its tea culture. With this background, it is now your turn to write a proposal on how to preserve and promote Chinese cultural heritage.

Writing skill

Writing a proposal

A proposal is a formal document that aims to persuade its audience to support a project or idea through well-structured and convincing arguments.

Generally, a proposal consists of three main components: an introduction to the topic, justification of the proposal, and detailed implementation strategies.

Here are some tips for developing an effective proposal:

- **Conduct thorough research.** Identify existing gaps or problems in the field. This research may involve expert interviews, fieldwork, or data collection from reputable sources such as government publications, academic journals, and established organizations. Once the gaps

are identified, address them systematically and logically in your proposal.

- **Assess the feasibility of your proposed strategies.** Consider whether your strategies are realistic, cost-effective, and achievable within the given time frame. Explain how your unique perspective, background, or expertise can contribute innovative solutions to the identified problems.
- **Strengthen your arguments with credible evidence.** Support your arguments with relevant facts, data, and examples to enhance credibility and persuasiveness.

Scan the code and get more guidance on Ucampus.



Step 1

Decide on
your topic

Choose and thoroughly research your topic. You may consider the following questions, either by yourself or through brainstorming with your group members:

- What is the historical background and cultural significance of the cultural heritage you propose to preserve and promote?
- Are there any cultural concepts that might be unfamiliar to the international audience? How can you explain them clearly?
- What are the current preservation and promotion methods associated with it? What gaps or needs exist?
- Are there successful preservation and promotion strategies from other countries that you could draw on?
- How can your skills and expertise help enhance its preservation and promotion?

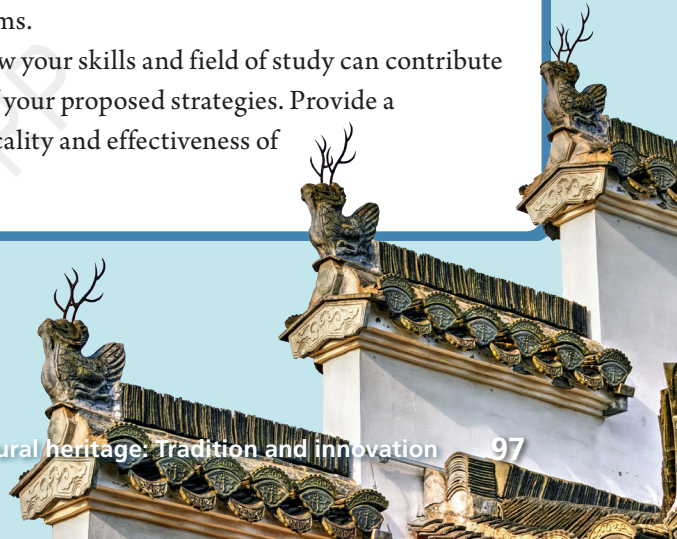


Step 2

Structure your
proposal

Organize information to craft a persuasive proposal. It should contain three key aspects: what, why, and how.

- **Description of the topic (What)**
 - **Cultural concept:** Clearly define the specific cultural heritage you focus on and explain how it represents broader cultural values. Use vivid and engaging examples to make it relatable and appealing to a wide audience.
 - **Origin and significance:** Provide contextual background, including the history and cultural importance of the heritage.
- **Reasons for preservation and promotion (Why)**
 - **Identification of gaps:** Analyze current preservation and promotion efforts, highlighting both successes and limitations. Identify specific areas where additional efforts are needed.
 - **Benefits of addressing gaps:** Explain the potential benefits of addressing these gaps, such as enhancing cultural enrichment, strengthening community / national identity, and providing economic or social advantages.
- **Strategies for preservation and promotion (How)**
 - **Innovative methods:** Propose creative and effective strategies for preserving and promoting the cultural heritage, such as interactive exhibits, digital media campaigns, and educational programs.
 - **Feasibility assessment:** Explain how your skills and field of study can contribute to the successful implementation of your proposed strategies. Provide a convincing argument for the practicality and effectiveness of your approach.



Step 3

Enhance your language

Find useful expressions or sentences in this unit to enhance your language. Write them down according to the following functions:

- **Description of the topic**
 - Cultural concept
e.g., *There is a trend* where the past blends with the present and tradition returns to modern life. *This is known as* guochao, or China chic.
 - Origin and significance
e.g., *Spanning more than 1,000 years*, these artistic treasures *offer insights into* the evolving styles, techniques, and themes of Buddhist art in China.
- **Reasons for preservation and promotion**
 - Identification of gaps
e.g., *In the 1980s*, after seeing photos of the caves taken in 1908, she *was shocked by* the *significant deterioration* of the murals, colored sculptures, and other artifacts in just 70-80 years.
 - Benefits of addressing gaps
e.g., She *advocated for the use of* computer technology *as a means to* preserve the endangered Mogao Grottoes, *aiming for* their permanent preservation and sustainable use.
- **Strategies for preservation and promotion**
 - Innovative methods
e.g., *Beyond the rolling hills of tea estates*, India's urban centers see tea culture *merging tradition with modernity*. In the cities, automated tea machines *operate alongside* traditional chaiwalas.
 - Feasibility assessment
e.g., *This has made it possible for* the cultural heritage of Dunhuang to be exhibited at various venues outside of the grottoes.

Step 4

Review and refine your proposal

Review your proposal to assess its feasibility, credibility, and persuasiveness, and proofread it for language accuracy.

Seek feedback from peers or teachers, and incorporate their suggestions to strengthen your proposal.

Self-reflection

Scan the code and complete the self-reflection on Ucampus.



What have you learned in this unit? Answer the questions as briefly as possible.

Understanding China

- 1 What is *guochao*?
- 2 How influential is *guochao*?
- 3 How much do you know about the Mogao Grottoes?
- 4 Who are the guardians of the Mogao Grottoes mentioned in the text?
- 5 What innovative efforts have been made to preserve, digitize, and promote the Mogao Grottoes?

Exploring the world

- 1 Which country is the second-largest tea producer globally?
- 2 What efforts has India made to preserve and innovate its tea culture?

Communicating with the world

- 1 Did you provide contextual background for the cultural heritage in your proposal?
- 2 Did you illustrate the cultural heritage or its preservation and promotion with relatable examples?

Unit test

Scan the code and take the unit test on Ucampus.



Vocabulary

Viewing

New words

archeological /ˌɑːkiə'lɒdʒɪkl/ *a.* (BrE **archaeological**) relating to or involving archeology 考古学的; 考古的

architecture /'ɑːkɪ'tektʃə/ *n.* [U] the style and design of a building or buildings 建筑风格; 建筑设计

brand /brænd/ *n.* [C] a type of product made by a particular company, that has a particular name or design 品牌; 牌子

chic /ʃiːk/ *n.* [U] an attractive fashionable style that people admire 流行式样; 时尚

dominant /'dɒmɪnənt/ *a.* more powerful, important, or noticeable than other people or things 强大的; 占优势的; 突出的

echo /'ekəʊ/

vt. repeat a quality or situation 重复, 再现 (特性或情况)
n. [C] the repetition of a sound caused by reflection of sound waves 回声; 回音

elaborate /ɪ'læb(ə)rət/ *a.* used about sth. that has a lot of extra details or features that make it special 精细的; 精美的

fabulous /'fæbjʊləs/ *a.* extremely good or impressive 极好的; 绝妙的

fuse /fjuːz/ *v.* combine different qualities, ideas, or things, or be combined (使) (特质、思想等) 结合, 融合

garment /'gɑːmənt/ *n.* [C] (*fml.*) a piece of clothing (一件) 衣服

Gen Z *n.* [U] (**Generation Z**) the group of people who were born in the late 1990s and early 2000s Z世代 (指1990年代后期和2000年代前期出生的人)

gown /gaʊn/ *n.* [C] a long dress that a woman wears on formal occasions 女礼服

grip /grɪp/

vt. have a strong effect on sb. or sth. 对...具有强烈影响
n. [C, usu. sing.] the way you hold sth. tightly, or your ability to do this 紧握; 紧抓; 握力

heritage /'herɪtɪdʒ/ *n.* [sing., U] the traditional beliefs, values, customs, etc. of a family, country, or society (文化) 遗产; 传统

immerse /ɪ'mɜːs/ *vt.*

1 (~ **yourself in sth.**) become completely involved in an activity 潜心于; 专注于

2 put sb. or sth. deep into a liquid so that they are completely covered 使浸没 (于液体中)

incorporate /ɪn'kɔːpə'reɪt/ *vt.* (~ **sth. in / into sth.**) include sth. as part of a group, system, plan, etc. 把...并入; 包含

interior /ɪn'tɪəriə/ *a.* (*only before noun*) inside or indoors 内部的; 里面的; 室内的

lucrative /'luːkrətɪv/ *a.* (esp. of a business, job, or activity) producing a lot of money (尤指生意、职位或活动) 赚钱的, 盈利的

make-up *n.* [U] colored substances that are put on your face to improve or change your appearance 化妆品

martial /'mɑːʃl/ **art** *n.* [C, usu. pl.] (起源于东亚国家的) 武术 (如柔道或空手道)

millennium /mɪ'lenɪəm/ *n.* [C, usu. sing.] the time when a new 1,000-year period begins 新千年开始的时刻; 新千年开始之际

obscurity /əb'skjuərəti/ *n.* [U] the state of not being known or remembered 无名; 默默无闻

omnipresent /ɒmni'preznt/ *a.* (*fml.*) present everywhere at all times (任何时候都) 无所不在的, 普遍存在的

outfit /'aʊtfɪt/ *n.* [C] a set of clothes worn together, esp. for a special occasion (尤指在特殊场合穿着的) 全套服装

revival /rɪ'vaɪv/ *n.* [C, U] (~ **of / in**) the process of becoming active, successful, or popular again 复兴; 重新流行

revive /rɪ'vaɪv/ *vt.* bring sth. back after it has not been used or has not existed for a period of time 重新使用; 使复兴

Expressions

check out sb. / sth. look at sb. or sth. because they are interesting or attractive (因...有趣或吸引人而) 查看, 观察, 看一看

ride the wave (of sth.) enjoy the advantage of or continue to benefit from a situation that is successful, fortunate, trendy, etc. 抓住机遇；乘风破浪

see for yourself check what sb. has told you by looking at it 亲自去看

take to sth. begin to do sth. as a habit 开始沉湎于；养成…习惯

Eternal dance of art: The digital rebirth of the Mogao Grottoes

New words

accumulate /ə'kju:mju:leɪt/

- vi. gradually increase in numbers or amount until there is a large quantity in one place 堆积；聚集
vt. gradually get more and more money, possessions, knowledge, etc. over a period of time 积累；积聚

accuracy /'ækjʊərəsi/ n. [U]

- 1 the quality of being correct or true 准确性；精确度
- 2 the ability to do sth. in an exact way without making a mistake 正确；准确

adorn /ə'dɔ:n/ vt. (fml.) decorate sth. 装饰

ambassador /æm'bæsədə/ n. [C]

- 1 sb. who is considered to represent an activity, organization, company, etc. (活动、机构、公司等) 代表
- 2 an important official who represents his or her government in a foreign country 大使

archeologist /,ɑ:kɪ'blɒdʒɪst/ n. [C] (BrE archaeologist)
sb. who studies archeology 考古学家

archive /'ɑ:kɑɪv/ n. [C, often pl.] a collection of historical documents and records about a place, organization, etc. 档案

artifact /'ɑ:tɪ,fækt/ n. [C] (BrE artefact) an object such as a tool, weapon, etc. that was made in the past and is historically important 人工制品，手工艺品（有史学价值的武器、工具等）

asset /'æset/ n. [C, usu. pl.] sth. such as money or property that a person or company owns 财产；资产

blockchain /'blɒk,tʃeɪn/ n. [C, U] a digital database containing information that can be simultaneously used and shared within a large decentralized, publicly accessible network (信息技术) 区块链

boundless /'baʊndləs/ a. having no limit or end 无限的；无量的；无穷的

Buddhist /'budɪst/ a. relating or referring to Buddhism 佛教的

colleague /'kɒli:g/ n. [C] sb. you work with, used esp. by professional people 同事，同僚（尤为专业人士所用）

complex /'kɒmpleks/ n. [C] a group of buildings, or a large building with many parts, used for a particular purpose (有特定用途的) 综合楼群，综合大楼

convergence /kən'vɜ:dʒ(ə)ns/ n. [C, U] the fact that two or more things, ideas, etc. become similar or come together (观点等) 趋于一致；汇合；聚集

deterioration /dɪ'tɪəriə'reɪʃn/ n. [C, U] the fact or process of becoming worse 恶化；变坏

earthen /'ɜ:θn/ a. (only before noun) made of dirt or baked clay 泥土做的；陶制的

eternal /'etɜ:nl/ a. continuing for ever and having no end 永远的；永恒的

exquisite /ɪk'skwɪzɪt/ a. extremely beautiful and very delicately made 精美的；精致的

fresco /'freskəʊ/ n. [C] a painting made on a wall while the plaster is still wet (在湿灰泥墙面上画的) 湿壁画

glimpse /glɪmps/ n. [C]

- 1 a short experience of sth. that helps you begin to understand it 短暂的感受；短暂的体验
- 2 a quick look at sb. or sth. that does not allow you to see them clearly 一瞥；瞥一眼

gracefully /'greɪsfli/ ad. in a smooth, relaxed, attractive way 优美地；优雅地；雅致地

groundbreaking a. introducing new ideas or methods 创新的；开创性的

guardian /'gɑ:diən/ n. [C] (fml.) sb. who guards or protects sth. 维护者；保卫者

Hellenistic /,helɪ'nɪstɪk/ a. of or connected with the Greek history, language, and culture of the 4th–1st centuries BC (公元前4至前1世纪) 希腊化(时期)的

high-definition a. (only before noun) using or produced by a system that gives very clear detailed images 高清晰度的；高分辨率的

millimeter /'mɪlɪ,mi:tə/ *n.* [C] (written abbr. mm) a unit of length that is equal to 0.001 meters 毫米

minute /maɪ'nju:t/ *a.* extremely small 极(微)小的

mural /'mjuərəl/ *n.* [C] a painting that is painted on a wall, either inside or outside a building 壁画

panoramic /,pænə'ræmɪk/ *a.* (usu. before noun) with a view of a wide area of land 全景的; 全貌的

patronize /'pætrə,narɪz/ *vt.* provide aid or support for 资助; 赞助; 保护

Persian /'pɜːʃn/ *a.* belonging to or relating to Iran, its people, or its language 波斯的; 波斯人的; 波斯语的

photogrammetry /,fəʊtəʊ'græmətri/ *n.* 摄影测量; 摄影制图

profound /prə'faʊnd/ *a.* having a strong influence or effect (影响) 深刻的, 极大的

relic /'reɪlɪk/ *n.* [C] an old object or custom that reminds people of the past or that has lived on from a past time 遗物; 遗迹; 遗风

religious /rə'lɪdʒəs/ *a.* relating to religion in general or to a particular religion 宗教的

resonate /'rezə,neɪt/ *v.* produce an emotional effect on sb. (使) 产生情感共鸣

situated /'sɪtʃu,eɪtɪd/ *a.* in a particular place or position 位于; 坐落在

strategic /strə'tiːdʒɪk/ *a.* done as part of a plan, esp. in a military, business, or political situation 战略(性)的; 策略(上)的

stunning /'stʌnɪŋ/ *a.* extremely attractive or beautiful 极具吸引力的; 极漂亮的

Expressions

as such because sb. / sth. is what it is 因此; 如此

breathe (new) life into sth. provide sth. with new ideas, new energy, etc., so that it improves and is more likely to be successful again 给...注入(新的)活力

clear away make a place tidy by removing things from it or putting them where they should be 清除; 清理

follow in one's footsteps do the same work, or achieve the same success, as sb. else has done before you 步...的后尘; 继承...的事业

give rise to sth. (fml.) cause sth. to happen or exist 使发生(或存在)

Proper nouns

Chang Shuhong 常书鸿(1904-1994, 中国学者、画家)

Duan Wenjie 段文杰(1917-2011, 中国敦煌学家)

Dunhuang Academy 敦煌研究院

Fan Jinshi 樊锦诗(1938-, 敦煌研究院名誉院长)

Hexi Corridor /'kɒrɪ,dɔː/ 河西走廊(中国甘肃省)

Jia Yao 伽瑶(敦煌莫高窟官方虚拟人)

Mogao Grottoes /'grɒtəʊz/ (甘肃省敦煌市) 莫高窟

National Research Institute on Dunhuang Art
国立敦煌艺术研究所

Thousand Buddha Grottoes 千佛洞(莫高窟的别名)

UNESCO World Heritage Site 联合国教科文组织世界遗产地

Timeless brew: The ever-evolving story of tea

New words

authenticity /,ɔːθen'tɪsəti/ *n.* [U] the quality of being real or true 真实性; 确实性; 可靠性

automated /'ɔːtə,meɪtɪd/ *a.* using computers and machines to do a job, rather than people 自动化的

beverage /'bev(ə)rɪdʒ/ *n.* [C] (fml.) a hot or cold drink 饮料

blossom /'blɒs(ə)m/ *vi.* develop and become more successful 发展; 繁盛; 兴旺

brew /bruː/

n. [C] (infml.) a cup of tea 一杯茶

v. (infml.) make a drink of tea or coffee 泡(茶); 煮(咖啡)

bustling /'bʌslɪŋ/ *a.* full of people moving about in a busy way 繁忙的; 熙熙攘攘的

cardamom /'kɑːdəməm/ *n.* [U] 豆蔻籽(印度和中东地区用于食品调味)

ceremony /'serəməni/ *n.* [C] an important social or religious event, when a traditional set of actions is performed in a formal way 典礼; 仪式

chai /tʃaɪ/ *n.* [C, U] a type of drink, made originally in India, consisting of tea made with spices and usu. with milk and sugar added 印度奶茶

chaiwala /ˈtʃaɪwələ/ *n.* 印度茶摊; 印度茶贩

courtyard /ˈkɔːrtjɑːd/ *n.* [C] an open space that is completely or partly surrounded by buildings 庭院; 院子

embed /ɪmˈbed/ *vt.* make sth. a fixed and important part of sth. else 使成为(…的)重要部分; 使融入

embody /ɪmˈbɒdi/ *vt.* be a very good example of an idea or quality 代表, 体现(思想或品质)

fascinating /ˈfæsɪneɪtɪŋ/ *a.* extremely interesting 迷人的; 非常有趣的

flourish /ˈflaʊrɪʃ/ *vi.* develop well and be successful 繁荣; 兴旺; 成功

ginger /ˈdʒɪndʒə/ *n.* [U] 姜; 姜粉

generosity /ˌdʒenəˈrɒsəti/ *n.* [U] a generous attitude, or generous behavior 慷慨; 大方

hospitality /ˌhɒsprɪˈtæləti/ *n.* [U] friendly behavior toward visitors 好客; 殷勤

infuse /ɪnˈfjuːz/ *v.* put sth. into a liquid so that its taste goes into the liquid 泡; 浸泡

kneel /niːl/ *vi.* (also ~ down) be in or move into a position where your body is resting on your knees 跪着; 跪下

latte /ˈlæteɪ/ *n.* [C, U] very strong coffee with a lot of steamed milk in it, or a cup of this type of coffee (一杯)牛奶咖啡; (一杯)拿铁咖啡

legacy /ˈlegəsi/ *n.* [C] sth. such as a tradition or problem that exists as a result of sth. that happened in the past 遗留之物(如传统或问题等)

legend /ˈledʒ(ə)nd/ *n.* [C, U] an old well-known story, often about brave people, adventures, or magical events 传说; 传奇(故事)

lounge /laʊndʒ/ *n.* [C] a public room in a hotel, airport, or other building where people can relax, sit down, or drink (宾馆、酒店等的)休息室; (机场的)等候室

matcha /ˈmætʃə/ *n.* [U] a type of green tea in the form of a powder that is dissolved in hot water or milk 抹茶

mint /mɪnt/ *n.* [U] 薄荷

Moroccan /məˈrɒkən/ *a.* belonging to or relating to Morocco or its people 摩洛哥的; 摩洛哥人的

plantation /plɑːnˈteɪʃn/ *n.* [C] a large area of land in a hot country, where crops such as tea, cotton, and sugar are grown (热带)种植园, 种植场

reverence /ˈrev(ə)rəns/ *n.* [U] (fml.) great respect and admiration for sb. or sth. 尊敬; 崇敬

sage /seɪdʒ/ *n.* [C] sb., esp. an old man, who is very wise 贤人, 哲人(尤指老人)

sip /sɪp/ *v.* drink sth. slowly, taking very small mouthfuls 小口地喝; 抿; 啜

spark /spɑːk/ *vt.* cause sth. to start or develop, esp. suddenly 引发; 触发

spice /speɪs/ *n.* [C, U] (从植物中提取用于烹调的)香料

splash /splæʃ/ *n.* [sing.] a small amount of liquid added to a drink (加入饮料中的)少量液体

stroke /streɪk/ *n.* [C] an unexpected but important event or action (意外但重要的)事件, 行动, 举动

tag /tæg/ *n.* [C] a small piece of paper, plastic, etc. attached to sth. to show what it is, who owns it, what it costs, etc. 标签; 吊牌

transparent /trænsˈpærənt/ *a.*

- 1 not trying to keep anything secret 公开的; 透明的
- 2 clear or thin enough for you to see things through 透明的

vendor /ˈvendə/ *n.* [C] sb. who sells things, esp. on the street (尤指街上的)小贩

verify /ˈveriˌfaɪ/ *vt.* (fml.) discover whether sth. is correct or true 核对; 核实

Expressions

appeal to sb. seem attractive and interesting to sb. 吸引; 引起…的兴趣

by accident in a way that is not planned or intended 偶然地; 意外地

far and wide over a large area 四处; 到处

leave a / one's mark (on) have a very strong and noticeable effect on sb. or sth., usu. a bad one that lasts a long time (对…)产生巨大而显著的影响

pass sth. down give or teach sth. to people who are younger than you or live after you 把…传给后人; 把…往下传

refer to sb. / sth. (as sth.) mention or speak about sb. / sth. 提到; 谈及; 说起

stroke of luck / fortune sth. lucky that happens to you unexpectedly 意外的好运或运气

Proper nouns

Assam /ə'sæm/ 阿萨姆 (印度一邦)

Darjeeling /dɑ:'dʒi:lɪŋ/ 大吉岭 (印度城市)

Delhi /'deli/ 德里 (印度城市)

Lu Yu 陆羽 (733-804, 中国唐代学者)

Mumbai /ˌmʊm'baɪ/ 孟买 (印度城市)

The Classic of Tea 《茶经》(中国第一部茶学著作)