

7

Unit

Promoting High-Quality Development



Lead-in

While China has achieved remarkable economic growth over the past four decades and eventually eradicated absolute poverty in 2020, it still has to overcome the challenge of transforming the development model from the pursuit of quantity to that of quality in order to increase its economic vitality and further improve people's quality of life. In this unit, you will learn about the tremendous changes China has witnessed and the innovations it has been pursuing in the context of building a new development model.

Objectives

At the end of this unit, you should be able to

- understand the definition of China's high-quality economic development, the rationale for it, and the measures that have been adopted to realize it;
- analyze successful examples of China's transition to high-quality economic development;
- make a speech using effective language.

Task for the unit

You are to give a 10-minute group presentation on China's high-quality economic development at the ECOSOC Youth Forum themed "Better Development, Better Future." Your audience consists of young professionals, youth leaders, and university student delegates from all over the world. You need to explain the major reasons for China's economic transition from high-speed growth to high-quality development and explain one of the measures taken to manage this change and its major achievements.

Pre-Class Work



- 01 Search for information about Shougang Park and describe its change from an industrial site to a tourist attraction and find out why Shougang Group is regarded as the vanguard of the Beijing-Tianjin-Hebei integrated development. Explain the factors contributing to Shougang's transformation and relocation and be prepared to share your findings in the class discussion. You can watch the CCTV documentary *Shougang Relocation* (《首钢大搬迁》) for more information.
- 02 Read the speech in Activity 2, and do research on the new development philosophy featuring innovation, coordination, go-green, openness, and sharing. Illustrate this philosophy with a concrete example such as the emergence of the Guangdong-Hong Kong-Macao Greater Bay Area, or a successful case in your hometown.

Warming-up

1 Decide whether the statements about total factor productivity (TFP) are true (T) or false (F) according to what you know about it.

- () 1. TFP is a measure of productivity calculated by dividing economy-wide total production by the weighted average of inputs, i.e. labor and capital.
- () 2. TFP results from intangible factors such as technological change, education, research and development, and synergies.
- () 3. The level of TFP is determined by how efficiently and intensely the inputs are utilized in production.
- () 4. The core economic make-up of an economy, the cultural mindsets and changing trends, and technological advances are the crucial elements that impact TFP.

2 Work in pairs. Read the following paragraph to each other. Help each other improve vocal variety in delivering the speech.

First, it (high-quality development) is an essential requirement for our country to maintain sustained and sound economic development. China has reached a critical stage in transforming the growth model, and is faced with prominent problems such as rising labor costs, increased constraints imposed by resources and the environment, unsustainable models of extensive development, and impediments in the flows of the economy. At the same time, a new round of scientific and technological revolution and industrial transformation is gaining momentum, and multiple breakthroughs are being made all around the world. We must promote high-quality development if we are to adapt to new technological changes and new needs of the people, and we must form a high-quality, efficient and diversified supply system to provide more quality products and services. Only in this way can supply and demand achieve proper balance at a new level, and can our economy maintain sustained and sound development. 🎧 Audio-06

Vocal variety

Vocal variety is the use of numerous elements to create vocal changes in order to engage the audience and prevent your speech sounding monotonous. In previous units, we have introduced such elements as volume and pitch, rate, pauses, stress and rhythm. In this unit, we will talk about how to use tone and emotion for vocal variety.

- Tone is a particular pitch or change of pitch constituting an element in the intonation of a phrase or sentence. It's often used to express differences of meaning.
- Emotion is the vocal expression of a person's state of mind through the alteration of certain elements of a word.

Vocal variety can help create an impactful and effective speech by increasing the level of expressiveness and allowing the personality of the speaker to come through in the way they communicate.

- 3** The following table lists some features of a political speech in terms of tone and emotion. Do you think they help create the impression of a trustworthy, resourceful, and visionary person of action, which allows the personality of the speaker to shine through to the audience? Complete the table and add any other features you think necessary.

Vocal variety	Variation	Features of political speeches
Tone	low tone	solemnity, seriousness
	mid-tone	
	high tone	passion
	rising tone	
	falling tone	assertiveness
Emotion	stress	
	low pitch	firmness
	rate	
	mid-volume	calmness
	fluency	

Understanding Contemporary China

Activity 1 Understanding the reasons for high-quality development

1 Match the following challenges to China's economy with the specific examples.

A Rising labor costs

B Unsustainable models of extensive development

C Increased constraints imposed by resources and the environment

D Impediments in the flows of the economy

E Unbalanced and inadequate development

- () 1. China's arable land per capita in 2018 is 0.085 hectares, only about 40 percent of the world average. The shortage of land resources limits the scale of rural land management, impedes farmers' capability to increase their incomes and restricts rural economic development.
- () 2. In 2020, the per capita disposable income of urban residents in China was 43,834 yuan, roughly 2.5 times the income of rural residents. And there are still some 600 million people whose monthly income is barely 1,000 yuan.
- () 3. Based on a sampling survey in 2015, 75.82% of village cadres were aged between 40 and 60. Those aged above 60 accounted for 10.99%. As younger people don't have too much recognition of the value of cadres' work, only 13.19% of village cadres were under the age of 40, meaning there was an insufficient reserve force for grassroots organizations in rural areas.
- () 4. China's crude steel output was 489 million tons in 2007, representing an increase of 16.7% on the previous year. However, China's steel industry pollution in the same year amounted to around 75% of the national total in "the two control areas" of acid rain and SO₂.
- () 5. The skyrocketing wages in China are pushing the apparel retailers of the US to consider other alternative options. Labor costs have risen by 5% to 15% in 2010. In the southern coastal province of Guangdong, the monthly minimum wages increased by 20%.

2 Make a 2-minute speech illustrating one reason for Shougang's transformation and relocation with the information you have found in your pre-class research.

Activity 2 Understanding the measures to realize the transition

- 1 Read the speech and explain why China's economy is transitioning from rapid growth to high-quality development.



- ¹ **A**s socialism with Chinese characteristics has entered a new era, China's economic development has also embarked on a new phase, the basic feature of which is that our economy is now transitioning from rapid growth to high-quality development. I emphasized this in the report to the 19th CPC National Congress in 2017. It is a weighty conclusion, and its historical and current significance must be fully understood.
- ² First, it is an essential requirement for our country to maintain sustained and sound economic development. China has reached a critical stage in transforming the growth model, and is faced with prominent problems such as rising labor costs, increased constraints imposed by resources and the environment, unsustainable models of extensive development, and impediments in the flows of the economy. At the same time, a new round of scientific and technological revolution and industrial transformation is gaining momentum,

* Part of the speech made by President Xi Jinping at the Central Conference on Economic Work on December 18, 2017.

and multiple breakthroughs are being made all around the world. We must promote high-quality development if we are to adapt to new technological changes and new needs of the people, and we must form a high-quality, efficient and diversified supply system to provide more quality products and services. Only in this way can supply and demand achieve proper balance at a new level, and can our economy maintain sustained and sound development.

- ³ Second, it is an essential requirement for China to adapt to the evolution of the principal challenge facing Chinese society, and achieve moderate prosperity and socialist modernization in all respects. This challenge involves low-quality development as represented by unbalanced and inadequate development. As it evolves, our economy is also entering a new historic stage. To address this challenge, we must promote high-quality development. We must not neglect quantitative development, but we must pay more attention to quality, so as to achieve effective growth in quantity through a substantial improvement in quality.
- ⁴ Third, it is an essential requirement for China to follow the well-established rules of economic development. The world hosts more than 100 middle-income economies. Since the 1960s, only a dozen of these have graduated to be high-income economies. Following a phase of rapid economic growth, these successful countries all transformed from quantitative expansion to qualitative improvement. In contrast, those countries that have stagnated or even retrogressed are failing to grow because they have not achieved this fundamental transformation. Economic development is a process of spiral escalation, rather than linear. Once quantitative growth has accumulated to a certain degree, we must turn to qualitative improvement. China must follow this law in its economic development.
- ⁵ High-quality development can meet the people's ever-growing desire for a better life. It reflects the new development philosophy: In high-quality development innovation is the primary driving force; coordination is an endogenous feature; go-green is the prevailing mode; openness is the only path; and sharing is the fundamental goal.
- ⁶ In terms of supply, high-quality development requires a relatively complete industrial system, network-based and intelligent organization of production, and strength in innovation. It means understanding demand, exerting high brand influence, building strong core competitiveness, and delivering high-quality products and services.

- ⁷ In terms of demand, high-quality development should continuously meet the people's individual, diverse, and ever-growing expectations. These needs lead to changes in the supply system and structure, which in return generate new needs.
- ⁸ In terms of input and output, high-quality development should entail improving the efficiency of labor, capital, land, resources and the environment, raising the contribution level of scientific and technological progress to economic growth, and increasing total factor productivity.
- ⁹ In terms of distribution of the proceeds, high-quality development should ensure that investors obtain returns, enterprises make profits, employees earn incomes, and the government receives taxes, and that all such gains correspond to their respective contribution as evaluated by the market.
- ¹⁰ In terms of the macroeconomic cycle, high-quality development should ensure a smooth cycle of production, circulation, distribution and consumption, rational proportional relationships and configuration of major economic sectors, and stable economic development without excessive rises and falls. To be very specific, high-quality development means a change from seeking growth to seeking better growth.
- ¹¹ To promote high-quality development, we need to develop a modern economic system, which is a strategic goal for China. To achieve this goal, we must take firm steps in the following areas:
 - put quality first and give priority to efficiency in accordance with the requirements of high-quality development;
 - advance supply-side structural reform;
 - work hard for high quality, high efficiency and more robust drivers of economic growth through reform;
 - build an industrial system that promotes coordinated development of the real economy, technological innovation, modern finance, and human resources; and
 - develop an economic system with more effective market mechanisms, dynamic micro-entities, and sound macro-regulation.
- ¹² Promoting high-quality development is the fundamental requirement behind our goals, our economic policies, and our macroeconomic regulation at present and in the period to come. We must put in place a framework for

high-quality development that covers indicators, policies, standards, statistics, performance evaluation, and government appraisal of achievements. With this improved institutional environment, we will work to make constant new progress in high-quality economic development.

- 2** Complete the table below with what President Xi believes should be achieved in the five aspects to realize high-quality economic development. Work in groups of three or four. Give examples demonstrating the improvements that have been made so far.

Five aspects	To be achieved
Supply	• a relatively complete industrial system; • network-based and intelligent organization of production; • strength in innovation; • understanding demand; • exerting high brand influence; • building strong core competitiveness; • delivering high-quality products and services.
Demand	
Input & output	
Distribution of the proceeds	
The macroeconomic cycle	

An example

Gree Electric Appliances' investment in Dun'an Artificial Environment can be used to illustrate the improvement of supply in terms of building strong core competitiveness. Gree announces that it will invest RMB3 billion to buy a nearly 40 percent stake in parts producer Dun'an Artificial Environment. The investment will boost Gree's competitiveness in core parts and components, which will help strengthen its air-conditioning and new-energy vehicle parts businesses.

- 3** Use the information you've collected for the Guangdong-Hong Kong-Macao Greater Bay Area or the case in your hometown to explain how it reflects the new development philosophy in the form of an impromptu speech lasting 1-2 minutes.

New development philosophy	Examples
Innovation	The foundation for developing the Greater Bay Area into an international innovation and technology hub with global influence is attracting talent at the forefront of science and technology, and nurturing science and technology enterprises. These are in line with national strategies and have strong market recognition.
Coordination	
Go-green	
Openness	
Sharing	

Understanding Public Speaking

Using language effectively

When we talk about using effective language in a speech, we consider whether the language is accurate, appropriate, vivid, and familiar.

- Accurate language prevents the audience from misunderstanding the speaker. It also enhances the speaker's credibility because of the solid facts collected from authoritative sources and presented with precise words and data.
- Appropriate language means that a speaker's language is suitable for the speaker, the audience, the speaking occasion, and the speech itself.
- Vivid language helps listeners create mental images. It involves both imagery generated by concreteness, simile, and metaphor, and rhythm created by parallelism, repetition, alliteration, or antithesis.
- Familiar language is important for a speaker because easy and familiar language, instead of terminology or jargon, will make a speaker more comfortable, and make it easier for the audience to understand the speech.



Activity 3 Illustrating with examples

- 1** Below are five paragraphs introducing the achievements that China has made in transforming from high-speed growth to high-quality development. Discuss in pairs the effectiveness of the language used in each of the paragraphs.

01

In terms of distribution of the proceeds, high-quality development should ensure that investors obtain returns, enterprises make profits, employees earn incomes, and the government receives taxes, and that all such gains correspond to their respective contribution as evaluated by the market.

—President Xi Jinping's speech at the Central Conference on Economic Work

02

Third, we should stay committed to consultation and cooperation instead of conflict and confrontation. Differences in history, culture and social system should not be an excuse for antagonism or confrontation, but rather an incentive for cooperation. We should respect and accommodate differences, avoid meddling in other countries' internal affairs, and resolve disagreements through consultation and dialogue. History and reality have made it clear, time and again, that the misguided approach of antagonism and confrontation, be it in the form of cold war, hot war, trade war or tech war, would eventually hurt all countries' interests and undermine everyone's wellbeing.

—President Xi Jinping's special address at the World Economic Forum
Virtual Event of the Davos Agenda

03

While it is true that the “cake” of development is growing larger, it is also the case that the portions are not being shared out evenly. There are growing disparities in income levels and in urban and rural public services. In sharing the fruits of development, there are imperfections both in institutional structures and in actual outcomes. Therefore, our driving principle must be that development is for the people and by the people, and its benefits are shared by the people. We must design more effective systems to steadily lead all the people to common prosperity, and eradicate the huge gap between the rich and poor.

—President Xi Jinping’s speech at the second full assembly of the Fifth Plenary Session of the 18th CPC Central Committee

04

In October 2018, the 55-kilometer Hong Kong-Zhuhai-Macao Bridge opened to traffic, slashing the travel time between Hong Kong and Zhuhai from 3 hours to 45 minutes, further integrating the cities in the Pearl River Delta. The bridge, facilitating exchanges of people, economy, and trade among the three areas, is a model project of the Guangdong-Hong Kong-Macao Greater Bay Area.

05

Shougang, which was once the burning heart of Beijing’s industrial complex, is a testament to the capital city’s 20-year industrial transformation. Demonstrating that “lucid waters and lush mountains are invaluable assets,” the history of Shougang is an epitome of the change in China’s development philosophy, from the old extensive and high-speed development to green and sustainable development.

- 2** Choose one paragraph and discuss within groups of three or four how you are going to talk about the same topic using effective language.

Activity 4 Learning from an example

- 1 Read the speech and analyze how language is used effectively in the speech, referring to the four criteria of accuracy, appropriateness, vividness, and familiarity.



- ¹ One in four computers in the world comes from China; but for each computer produced, China earns only what 10 apples are worth. I read this in *People's Daily* not long ago. While the force of globalization has spread Chinese-made products all over the world and earned China the name “world's factory,” China earns very little profit from this kind of low value-added production.
- ² The problem is, China is involved in countless processes of production, but doesn't necessarily have the intellectual property rights. If all that we can be is part of the low value-added, labor-oriented production process, we'll remain in a passive, disadvantaged position and gradually lose our competitive edge in the global arena. To develop China's creative industry, transforming products from “made in China” to “created in China” has become one of China's major tasks.
- ³ This transformation will be no less like a marathon, requiring much effort especially from Chinese enterprises, the major force in the Chinese economy. Some of them have already found the right strategies and are shining on the global stage. These strategies involve brand identity establishment,

* Part of the speech made by Zhao Xinyan, champion of the Thirteenth “21st Century Cup” National English Speaking Competition in 2008.

technological innovation and modern management systems.

- ⁴ The first strategy is establishing brand identity, which is an intangible yet most valuable asset to a company. It gains credibility from consumers, thus constituting the reason for consumers to buy habitually. Tong Ren Tang, a large producer of traditional Chinese medicine, remains one of the oldest surviving brand names. The credibility that it gained through quality products has made its name known worldwide and helped it maintain its recognized brand.
- ⁵ The second strategy is innovation of technology, which helps an enterprise gain its core competency. In the global era where technology emerges at a rapid pace, one has to adopt the latest technology, and also to compete for the speed of developing new ones. The success of Haier, one of the largest household appliance manufacturers in the world, lies in its constant innovation. Over the past 16 years, Haier has invested a total of RMB7 billion in technological development, using 6 percent of its income for scientific research and the development of new products. At present, Haier's development speed is turning out 1.3 new products a day, maintaining its upper hand in the fierce competition.
- ⁶ The third strategy is establishing modern management systems. New Hope Group, a leading enterprise in agricultural industrialization in China, started as a family-owned business. When the business was soaring and the situation was changing, the family members had divergent views of management. To make sure of the development of their business, they decided to turn their company into one with limited liability, distributing property rights efficiently. Because of this, the company rapidly increased its competitiveness. Establishing a modern management system will lead to an efficient division of labor and efficient patterns in the business cycle.
- ⁷ With brand identity, technology and flexibility, China's creative industries will blossom and give China the cutting edge in the fierce global competition. One day, China will stand firm and proud, with national brands thriving in the global markets, and with millions of products tagged "created in China," instead of "made in China."

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- 2** Work in pairs and share your comments on the effective use of language with your partner.

Making Your Voice Heard

- 1** Prepare a 10-minute group presentation on China's high-quality economic development at the **ECOSOC Youth Forum*** (see Task for the unit). Here are some suggestions to help you prepare for it.

Step 1

Make an outline of the content. Don't try to cover all aspects of high-quality development. Choose one you're most familiar with.

Step 2

Use the information you have found in your pre-class research and in the speeches in Activity 2 and Activity 4 to illustrate your points.

Step 3

Polish your language in terms of accuracy, appropriateness, vividness, and familiarity.

Step 4

Use visual aids wherever necessary.

* **ECOSOC Youth Forum** is an annual event organized by the UN Economic and Social Council since 2012. It provides a platform for young people to voice their opinions, share their ideas, and think together about how to address the problems the world faces.

Step 5

Do a timed rehearsal of your speech to adjust vocal variety in order to maximize its effectiveness.

Language Bank

- impediments in the flows of the economy
经济循环不畅
- a process of spiral escalation 螺旋式上升的过程
- to increase total factor productivity
提高全要素生产率
- distribution of the proceeds 收益分配
- the macroeconomic cycle 宏观经济循环
- increased constraints imposed by resources and the environment
资源环境约束增大
- unsustainable models of extensive development
粗放的发展方式难以为继
- a smooth cycle of production, circulation, distribution and consumption
生产、流通、分配、消费循环通畅
- rational proportional relationships and configuration of major economic sectors
合理的国民经济重大比例关系和空间布局
- Innovation is the primary driving force.
创新是第一动力。
- Coordination is an endogenous feature.
协调是内生特点。
- Go-green is a prevailing mode.
绿色是普遍形态。
- Openness is the only path. 开放是必由之路。
- Sharing is the fundamental goal.
共享是根本目的。
- Limits lead to changes; changes lead to solutions; solutions lead to development.
穷则变，变则通，通则久。
- A smart man changes his approach as circumstances change; a wise person alters his means as times evolve.
明者因时而变，知者随世而制。