



长城汉语  
Great Wall Chinese

THE FASTEST WAY  
TO LEARN CHINESE



最快速度学会汉语



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

长城汉语中心  
Great Wall Chinese Center

# Introduction

Great Wall Chinese, a key project developed and operated by the Office of Chinese Language Council International, is a new Chinese teaching and learning system based on cutting-edge network and multimedia technology.

With the goal to expand a learner's Chinese communicative competence by utilizing rich teaching materials and resources, Great Wall Chinese provides a mixed learning system comprised of multimedia courseware and face to face tutorials, and also uses a new management system to monitor a learner's progress. Individualized learning plans are provided to meet the needs of anyone that wants to learn Chinese, any time, any place and at any level in China or overseas.

Proven by experimentation of experiments and promotion, Great Wall Chinese has explored five kinds of teaching application frameworks successfully including "Study & Exercise-Review & Exercise" teaching mode for short term intensive instruction, Teaching Mode on Seeing-Hearing-Speaking, Teaching Mode on Comprehensive course, Teaching Mode on Big and Small Classes and Tutorial with Teacher+ Courseware Study Personally Mode. Plus the multimedia courseware, teaching resources and the PPT resources, they make it very practical for the majority of front-line teachers' teaching.



Currently, the users of Great Wall Chinese have been throughout the home and abroad, including more than 230 Confucius institutes (classes) overseas and 17 domestic universities and middle schools in China.



## Internet Edition (Platform + Courseware) Introduction

### Internet Edition (Platform + Courseware)

Being a large platform based on the Internet and with a systematic Chinese teaching and learning resources, Great Wall Chinese online (<https://www.greatwallchinese.cn/portal.do>) provides an ASP (Application Service Provider) mode service, building virtual network institutes for academic administration, teaching affairs, and learning management.

Function	
Content	<ul style="list-style-type: none"> <li>● Internet management platform and internet courseware.</li> <li>● Three types ID: admin, teacher and student with different permissions and operation steps.</li> <li>● Teaching management functions: to check the students' study progress, dispose or refer homework, etc.</li> <li>● And provide distant training and technical support for teachers and for individual students "e-learning + e-Tutor" via virtual classroom.</li> </ul> 
Organizational Model	<ul style="list-style-type: none"> <li>● Great Wall Chinese Center is responsible for opening accounts, you can choose the numbers of teachers and students as you need.</li> </ul>
Teaching Management Functions	<ul style="list-style-type: none"> <li>● The administrator could arrange classes, manage teachers and students, issue news, etc.</li> <li>● Teachers could manage classes and students, issue notices, check the students' study progress, dispose and check the homework, etc.</li> <li>● Student could study the courseware, finish the homework, check the study record, and reserve the face to face virtual course.</li> </ul>
Relative Devices	<p>Devices: speakers and a microphone, PC</p> 
Environment	<ul style="list-style-type: none"> <li>● Smooth network speed</li> </ul>
Service	<ul style="list-style-type: none"> <li>● To provide distant training and technical support for teachers, and for individual students "e-learning + e-Tutor" via virtual classroom.</li> </ul>

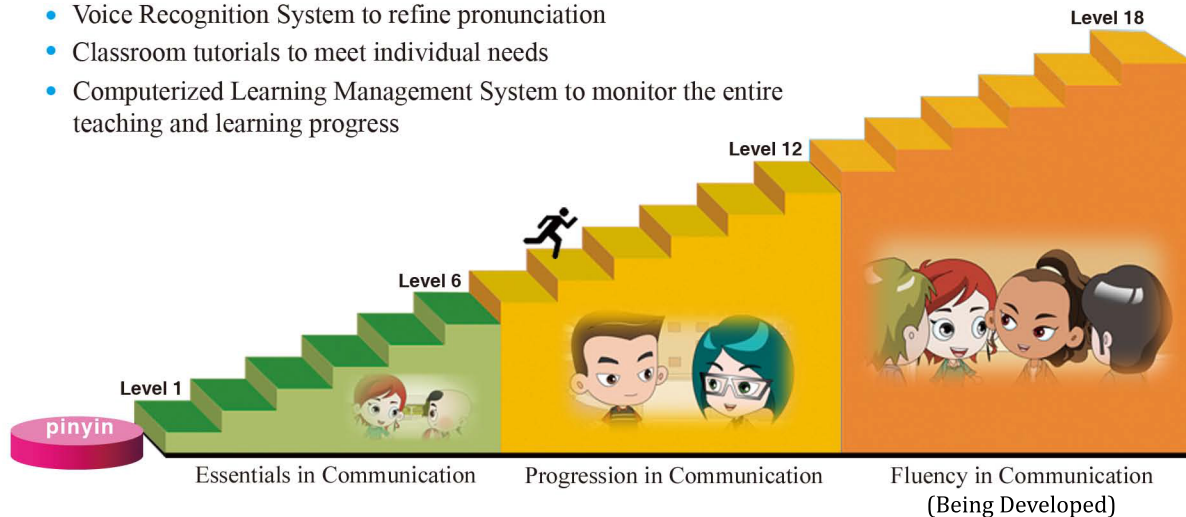


# Systematic Chinese Curriculum

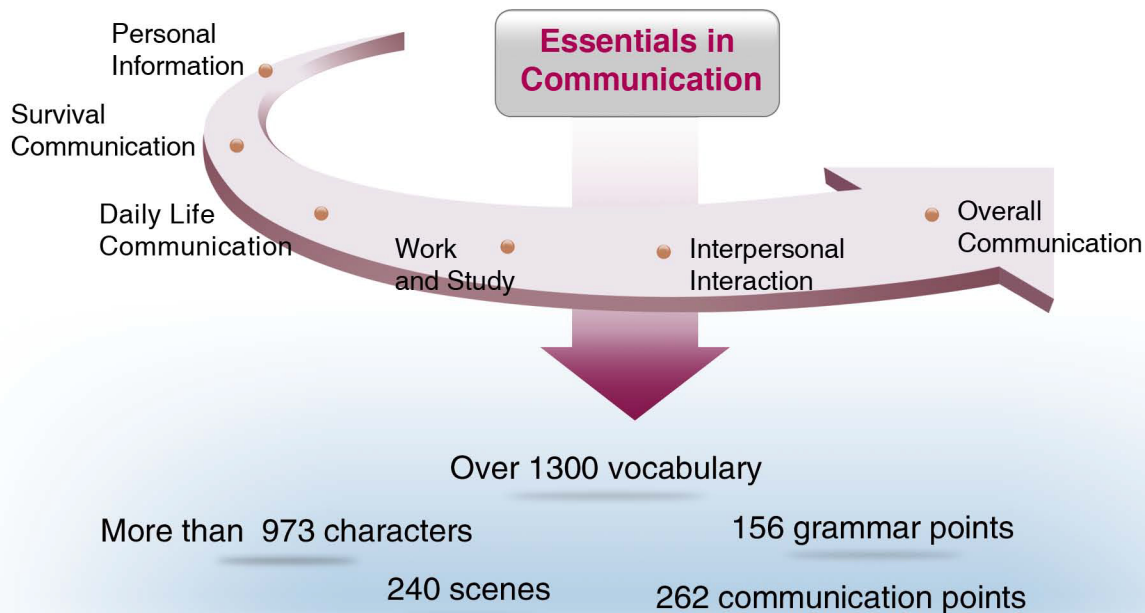
“Great Wall Chinese” is a set of complete, systematic and international Chinese teaching resource. The teaching stages are divided into three phases: Essentials in Communication, Progression in Communication and Fluency in Communication. The courses of Great Wall Chinese include core courses (communicative mission), resource courses (language elements) and complementary courses (skills training).

The support service system of Great Wall Chinese provides support and service every step of the way on learning, academic research and administration to all learners, tutors and Chinese teaching institutes by integrating learning, administration, testing, resources and distance teaching.

- Online courseware creates flexible time schedule
- Voice Recognition System to refine pronunciation
- Classroom tutorials to meet individual needs
- Computerized Learning Management System to monitor the entire teaching and learning progress



The published “Great Wall Chinese-Essentials in Communication”, which are products of 6 levels, include 60 unites and 180 texts.



In view of the existing difference in world Chinese teaching actual situation, "Great Wall Chinese – Essentials in communication" can support maximum 360 hours when applied to teaching. Teacher may choose flexibly according to local teaching needs in specific application.



# The Role and Story

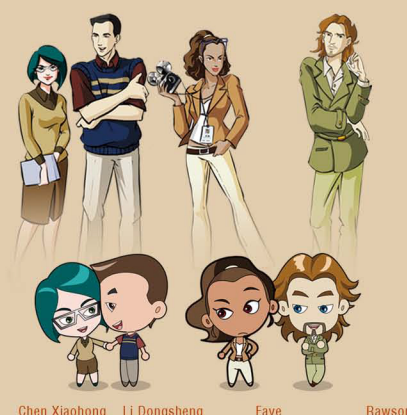
It is structured around an entertaining storyline from start to finish. The characters are typical and vivid. The language is authentic and alive.

## Animation Style

- Realistic Version
- Q version



Zhang Fanglang Zhang Yuanyuan Mike  
Mike's love story



Chen Xiaohong Li Dongsheng Faye Rawson  
Faye's contemporary story



Yamaguchi Kazuko Kim Tae-sung Wang Yang  
Kim Taesung's venture story



Front row from left to right: Lin Xuemei Edward  
Second row from left to right: Jack Linda Mary Zhao Yulan Liu Shaohua

Mary's legend story

# Social Communication Occasion

	Level One	Level Two	Level Three	Level Four	Level Five	Level Six
Unit One	Greetings	Date, the day of a week and holiday	Talking about weather	Talking about the result	Hobbies	weather & climate
Unit Two	First Meeting	Telling the direction and locality	Talking about an on-going action	Talking about one's background	Invite & refuse	Festivals & custom
Unit Three	Nationality and place of one's origin	Describing objects	Talking about one's habits	Campus life	Talking about one's physical features	Checking in/out at a hotel
Unit Four	Occupations	Asking and telling the way	Talking about the living environment	Talking about work	Making/cancel an appointment	Personal services
Unit Five	Age	Money and Shopping	In the Post Office	Apply for a job	Invitation	Looking up for information
Unit Six	One's Height and Weight	In the restaurant	In the Bank	Going through formalities	Character	Making reservation
Unit Seven	Address and telephone number	Making a telephone call	Shopping	Get together	Talking about sports	Talking about holidays
Unit Eight	Family	Talking about living quarters	In the Hospital and the Pharmacy	Talking about plans and arrangements	Making friends	Talking about health
Unit Nine	Time	Public Transportation	Talking about one's spare time	Talking about leisure	Talking about TV program	The computer and the Internet
Unit Ten	Basic personal information	Asking for help	Talking about one's experience	Week day planning	Passing on a message	Breakdown

# Social Communication Topic

	Level One	Level Two	Level Three	Level Four	Level Five	Level Six
Unit One	Classroom	Room Classroom Coffee House	On the way On the outskirts Classroom/Home	Classroom Campus	Gate of the stadium Home Company Game Center	Apartment Teachers' Office Classroom
Unit Two	Lounge Gate of Library Canteen	Apartment School Gate Coffee House	Home	Home Company Bar	Apartment Company Coffee House	Campus Home Coffee House
Unit Three	Customs Classroom Lounge	Coffee House Campus Apartment	Campus Restaurant Apartment	Campus Library Park	Internet Bar Coffee House Home	Hotel Hotel Apartment
Unit Four	Gymnasium Library Yard	Campus Elevator Hoist way On the way /Coffee House	Home Quadrangle	Apartment Tea House Company	Company Gymnasium On the way School Gate	The Hairdresser's Film Developing shop Lane
Unit Five	Gate of Park Gymnasium Park	Classroom Clothing Shop Clothing Shop	Post Office Campus	Company	Home	Phone call Traveling Website Company Travel Agency
Unit Six	Home Gymnasium Apartment	Restaurant Restaurant Restaurant	Internet Bar Bank	Classroom Airport Classroom	Campus Home Campus	Home Airline Company Hotel /Company Hotel / Home
Unit Seven	Gymnasium Roadside/ Home Roadside	Home/gymnasium/Climbing Club Apartment/Company Teaching Building	Department Store Apartment	Stair Hall Forgathering place Restaurant	Home Classroom Classroom	Home Home Classroom
Unit Eight	Apartment Coffee House On the way	Home/ Apartment Gymnasium Study Room	Classroom Hospital Pharmacy	Home Classroom Home/Apartment	Gymnasium Home Restaurant	Home Classroom Company
Unit Nine	Park Playground Canteen	Bus Stop On the bus Roadside/ Subway Station	Apartment Campus School Gate	Classroom Company Classroom	Coffee House Classroom Home	Company
Unit Ten	Coffee House School Gate Backstage	Teaching Building Apartment Quadrangle	Restaurant On the way Apartment	Apartment Campus Home	Company Home Apartment Block	Home School Gate Roadside





The communication scenes in "Great Wall Chinese " courseware focus on matching the animation design:

- Realistic version: take the form of virtual processing the real scenes
- Q version: take the form of line drawings



# The Key Point of the Function

## Personal Information

Greetings  
Family names  
given names  
Nationality and place  
of one's origin  
Occupations  
Age  
One's figure and features  
Addresses  
Family  
Time  
Basic personal information

## Survival Communication

Telling the date  
Telling the direction  
and locality  
Describing objects  
Asking the way  
Asking the price when  
shopping  
Ordering dishes  
Making a telephone call  
Talking about living quarters  
Commuting  
Asking for help

## Daily Life Communication

Talking about weather  
Talking about an on-going action  
Talking about one's habits  
Talking about the living  
environment  
Posting letters and parcels, and  
collecting a parcel  
Exchanging, depositing, and  
withdrawing money  
Shopping  
Seeing a doctor/Going to hospital  
Recreational activities  
Talking about a past action or event

## Work and Study

Classroom Activities  
Talking about one's study  
experiences  
Campus life  
Talking about work  
Looking for a job  
Going through formalities  
Inviting guests  
Talking about plans and daily  
arrangements  
Talking about leisure  
Weekend planning

## Interpersonal Interaction

Talking about interests  
and hobbies  
Invitation  
Talking about one's  
physical features  
Making an appointment  
Being a Guest  
Talking about one's disposition  
Talking about sports  
Making friends  
Talking about TV programmes  
Passing on a message

## Overall Communication

Talking about the weather  
Talking about festivals  
Checking in at a hotel  
Services  
Looking up for information  
Making reservation  
Talking about holidays  
Talking about health  
The computer and the Internet  
Breakdown





# Five Teaching Modes List For Concern

## • “Speech practice - repetition practice” short-term strengthening teaching mode

### • Features of mode and teaching purpose

Short-term strengthening teaching inspires the study motivation of students and enhances the study interest through learning practical communicative Chinese and applying each effective teaching method to keep the students concentrating on study constantly and finally achieve the purpose of improving the students' Chinese level in the short-term.

### • The features of this mode are:

Short-term, strengthening, quick achievement;  
Teaching purpose focuses on listening and speaking;  
Teaching contents highlight the practicability and pertinence;  
Teaching and practice methods are abundant and various;  
To take full advantage of limited teaching hours.

### • Assignment of teaching hours

Each unit consists of 3-4 hours;  
2 hours for speech practice, 1 hour for repetition practice, 3 hours for review per week;  
15 hours per week;  
It is suitable for short-term teaching course of 2-10 weeks.

## Main teaching steps (Go to picture 1)

	Steps	Medium	Content
Study& Exercise	Warm up		Introduction to the main topic of the unit with simple questions
	Play the “Overall Comprehension”	→ Courseware	Prepare some questions on the lesson for students, then play the “ Overall Comprehension”,
	Question		Offer some open-answer questions according to the courseware to guide students' thinking and discussion
	New words study	→ PPT	More exercise on new words via PPT
	Grammar study	→ PPT	More exercise on grammar via PPT
	Play the “Overall Comprehension” again	→ Courseware	Make sure that the text is fully understood and the words and grammar are mastered
	“Skills training ”	→ Courseware	More exercise via courseware
	Tutorial		Read the text after teacher, by different roles, then correct students' pronunciation, at last, imitate the dialogues.
Review& Exercise	“Mock social situation”	→ Courseware	Use the “Mock social situation” or role play
	“Repeating and Imitating” and “Comparing the recordings”	→ Courseware	Use the “Repeating and Imitating” and “Comparing the recordings”
	Homework		
	Exercise or workbook	→ Courseware or workbook	Review via the courseware or the workbook

Picture 1



# Five Teaching Modes List For Concern

## • Audio-visual-oral teaching mode

### • Features of mode and teaching purpose

This mode is suitable for listening and speaking courses. Listening and speaking skill is trained through simulating communication topics to achieve the purpose of improving the students' language communication ability.

### • The features of this mode are:

To strengthen listening and speaking practice completely;  
To create more participating chances for the students;

To increase the speaking opportunities for the students;  
To enhance the interest of listening and speaking course.

### • Assignment of teaching hours

Each unit consists of 4 hours; 4 hours per week; It is suitable for audio-visual-oral teaching in semester system.

Main teaching steps (Go to picture 1)

## • Overall comprehensive teaching mode

### • Features of mode and teaching purpose

This mode is suitable for comprehensive course integrated with listening, speaking, reading and writing in semester system. It is divided into four stages through course design and teaching keys, and learning purpose are made for each stage to achieve the purpose of improving listening, speaking, reading and writing skill.

### • The features of this mode are:

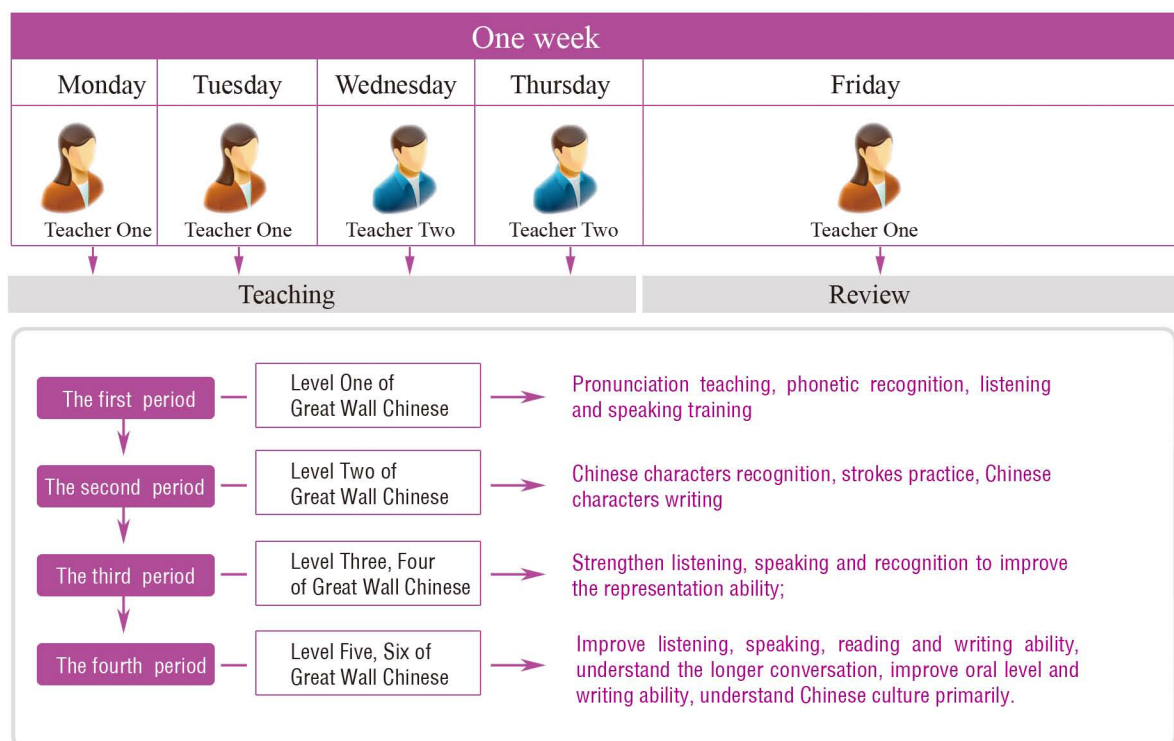
Covering listening, speaking, reading and writing teaching;  
Easy points, important points and difficult points are interpreted gradually;

Teaching time are long and teaching contents are abundant;  
Result of study for the students is distinct.

### • Assignment of teaching hours

Each unit consists of 4-6 hours; Astage review is set for every 4-5 units; 20 hours per week;  
It is suitable for comprehensive teaching in semester system.

Main teaching steps (Go to picture 2)



Picture 2

## • Various class capacity teaching mode

### • Features of mode and teaching purpose

This mode is suitable for comprehensive course. It improves listening, speaking, reading and writing skill for students through the form of “speech + repetition practice”

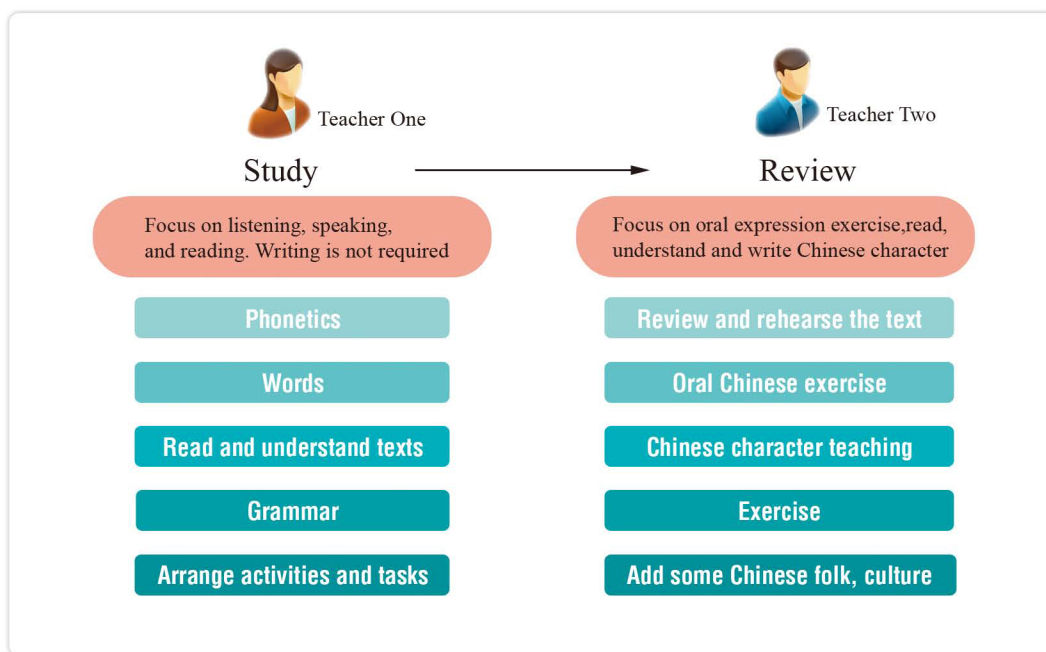
### • The features of this mode are:

To combine the speech and practice steps;  
Speech focuses on listening, speaking and reading but not writing;  
Practice focuses on oral practice, Chinese characters recognition and writing.

### • Assignment of teaching hours

Each unit consists of 3-4 hours for speech, 12 hours per week; Each unit consists of 2 hours for practice, 6 hours per week;  
It is suitable for comprehensive teaching in semester system.

### Main teaching steps (Go to picture 3)



picture 3

## • “Face-to-face teaching + online” self-study mode

### • Features of mode and teaching purpose

This mode is suitable for individual teaching with limited class hours. It makes the study hours more agility and self-study ability stronger through advanced information technology methods and multimedia teaching to achieve the effective individual teaching.

### • The features of this mode are:

To take the full advantage of the internet multimedia teaching;  
To combine the advanced information technology method in teaching;

To highlight the individual teaching;  
To improve the self-study ability of students effectively and correct their pronunciation.

### • Assignment of teaching hours

Each unit consists of 2 hours online + 2 hours face-to-face teaching; 6-8 hours per week; It is suitable for disciplinary self-study of the students.

### • Main teaching steps

Main teaching steps in self-study stage: understand course content, imitative reading, comparative record, simulative communication, unit test;  
Main teaching steps in face-to-face stage: class teaching, raise questions and assign homework.



# Application and promotion

Since 2009, Hanban (Confucius Institute Headquarters) has organized three “Training Workshops for Great Wall Chinese” for the Confucius Institutes all over the world, which attracted response and participation of over 520 teachers from more than 230 Confucius Institutes and Confucius Classes. These teachers also contribute the amazing wisdom to improve the instructional system, enrich the application systems and expand the room for the development of Great Wall Chinese.

## Training Workshop for Great Wall Chinese

- May 11th-16th 2009 The First Training Workshop for Great Wall Chinese
- August 5th-11th 2009 The Second Training Workshop for Great Wall Chinese
- November 9th-15th 2010 The Third Training Workshop for Great Wall Chinese

## Attended the Professional Training on Chinese Language Teaching & Teaching Materials which organized by Hanban (Confucius Institute Headquarters)

- April 22nd-24th 2010 The First UK Professional Training on Chinese Language Teaching & Teaching Materials
- September 4th-5th 2010 The First Russia Professional Training on Chinese Language Teaching & Teaching Materials
- September 17th-19th 2010 The First Australia Professional Training on Chinese Language Teaching & Teaching Materials
- October 22nd-24th 2010 The Second UK Professional Training on Chinese Language Teaching & Teaching Materials
- December 13th-14th 2010 The First USA Professional Training on Chinese Language Teaching & Teaching Materials
- December 18th-24th 2010 Hanban (Confucius Institute Headquarters) Professional Training on Chinese Language Teaching & Teaching Materials
- December 26th-28th 2010 The First Germany Professional Training on Chinese Language Teaching & Teaching Materials
- December 18th-19th 2010 The First Malaysia Professional Training on Chinese Language Teaching & Teaching Materials
- The First France Professional Training on Chinese Language Teaching & Teaching Materials





## Teachers' Version



### Screenshots in Overall Comprehension

You can capture, edit, restructure the motion video of the courseware to enrich the strategies and contents of class teaching.

### Role Play

You can play the characters of the courseware and simulate their dialogue. You can also adjust the difficulty, record your dialogue and play it.

### Mock Social Situation

Do the Mock social situation exercise with the prompt of the keywords, which can enhance the interactivity. It has recording and pause functions.

### Full Text

It can highlight or hide the words, grammar notes and communication points. It has the functions of pronunciation and printing.

### Skills Training

You can choose the topic. We also add the pronunciation of new words and some other annotations such as notes, radicals and number of strokes of Chinese characters, etc.

## Progression in Communication

The first level of Progression in Communication has been on-line, the follow-up products will soon be launched, please maintain your attention.

## Teaching Training

Based on the multimedia courseware resources, PPT resources and management platform that have been completed, and the teaching modes that have been explored, Great Wall Chinese Center will continue to provide the front-line teachers with the training of its multiple teaching modes, in order to promote the international Chinese teachers:

- To gain a comprehensive grasp of the Great Wall Chinese multimedia teaching resources, management platform, the application modes and its trend to grow.
- To understand the true meaning of Great Wall Chinese teaching modes of all kinds, and seize the teacher's role-orientation in Great Wall Chinese multiple teaching modes.
- To master the operation skills of hardware and software systems and equipments about platform, courseware, wireless mouse and wireless microphones in the process of applying Great Wall Chinese multiple teaching modes.
- To be able to practice with the local school's situation, to write Great Wall Chinese teaching implementation project, organize and apply creatively Great Wall Chinese, and explore new Great Wall Chinese application modes under possible conditions.

The training assessment qualifier will be conferred the “Confucius Headquarters – Great Wall Chinese Certificate”.

## Consultant Support

The panel of experts formed by the R and D team, the Center teaching team of Great Wall Chinese, and the teacher team from institutions applied Great Wall Chinese, will creatively and continuously clear and tap all the application modes and experience. Aiming at the special study needs for the potential partners, and based on the Great Wall Chinese core products and service, that panel will develop mutually personalized teaching solutions and service package and custom-made compact and efficient processes of teaching service with the partners.

## Technical Support

Based on experience of operating Great Wall Chinese Online ([www.greatwallchinese.cn](http://www.greatwallchinese.cn)) and Great Wall Chinese Center, Great Wall Chinese provides partners with online technical support, which include setting up teaching environment, software and hardware consultation, to help partners apply Great Wall Chinese blended learning mode successfully.

## Contact Information

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Haidian District, Beijing, P.R.CHINA,  
100190



## Price

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### Student Account:

1. \$9.9  
-1 student account (one level of Great Wall Chinese Essentials in Communication)  
-Validity: 3 months
2. \$14.9  
-1 student account (one level of Great Wall Chinese Essentials in Communication)  
-Validity: 6 months
3. \$96.9  
-1 student account (Six levels of Great Wall Chinese Essentials in Communication)  
-Validity: 1 year

### Teacher Account:

1. \$12.9  
-1 teacher account (one level of Great Wall Chinese Essentials in Communication)  
-Validity: 3 months
2. \$18.9  
-1 teacher account (one level of Great Wall Chinese Essentials in Communication)  
-Validity: 6 months
3. \$128.9  
-1 teacher account (teachers' version courseware)  
-Validity: 1 year

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## Package Discount:

### For one semester:

Student account: \$30

Including one student account for any level of Great Wall Chinese

Validity: one semester (5 months)

Teacher account: \$40

Including one teacher account for any level of Great Wall Chinese

Validity: One semester (6 months)

If your student account > 15, you can get 1 free teacher account.

If your student account > 20, you can get 2 free teacher accounts.

### For summer course:

Student account: \$20

Including one student account for any level of Great Wall Chinese

Validity: one semester (3 months)

Teacher account: \$30

Including one teacher account for any level of Great Wall Chinese

Validity: One semester (4 months)

If your student account > 15, you can get 1 FREE teacher account.

If your student account > 20, you can get 2 FREE teacher accounts.



国家汉办 / 孔子学院总部


Hanban (Confucius Institute Headquarters)

以现代实用汉语为主 以交际沟通汉语为主

Featuring practical modern Chinese language and targeted for effective communication

[www.GreatWallChinese.cn](http://www.GreatWallChinese.cn)

## Technical Support

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