

# Chinese in Popular Culture for MA. program

2016A @MU YPY

# About me

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- ▶ Office hour: Mon. 11:00~12:00 AM

# Grading

- ▶ Attendance
- ▶ Homework
- ▶ Final report

# Teaching Materials

- ▶ Google Drive
- ▶ Account: [twcnpopculture@gmail.com](mailto:twcnpopculture@gmail.com)
- ▶ Password: QwAsZx123

# Topics

- ▶ 中国的节日
- ▶ 中国的变化
- ▶ 旅游
- ▶ 健康与生活
- ▶ 男女平等
- ▶ 环境保护与节约能源
- ▶ 理财与投资
- ▶ 中国历史
- ▶ 面试
- ▶ 外国人在中国

# 上课以前

- ▶ 1.在家看一次那一课影片
- ▶ 2.查完那一课的生字

你觉得  
什么是流行文化？

# 流行文化

- ▶ 流行文化 ( Popular Culture ), 又称为通俗文化及大众文化, 指在现代社会中盛行的地区上文化, 包括想法、观点、态度图像及其他现象等。
- ▶ 流行文化的内容主要由散播文化製品的工业 ( 传媒 ) 来塑造并传播, 例如摄影电影、电视、出版社等媒体。实际上, 流行文化是由大众与传媒间互动所产生的, 即: 大众影响传媒, 传媒又反过来影响大众。因此流行文化本身是双向的、不断更新成长的。



# 举例来说，台湾的流行文化有...

## ▶ 1. 集点

▶ <https://youtu.be/o7Jw0TiuLv0>

## ▶ 2. 喜欢一窝蜂做某件事

▶ [https://youtu.be/nLY\\_2s7HJxU](https://youtu.be/nLY_2s7HJxU)

## ▶ 3. 热爱用facebook、instagram等软体

▶ [https://youtu.be/nLY\\_2s7HJxU](https://youtu.be/nLY_2s7HJxU)

# 集点

**SNOOPY™ BE YOURSELF 變身系列集點送**

心情變色大杯碗 共9款 6點+88元送1款

加溫可變色·驚喜無限 450ml大容量 裝濃湯·熱飲都適合

變裝探險大毛巾 6點+199元

- 防水性佳
- 可當運動毛巾·圍裙
- 紗線織成
- 加大尺寸 (長142x寬70cm)

浪漫雙面雙面袋 6點+199元

- 可拆空
- 雙面設計 兩種造型
- 外出攜帶便利
- 加大尺寸特大 (長40x寬12x高11cm)

料理百變保溫罐 6點+399元

- 可拆空
- 製造器
- 480ml大容量
- 保溫保冷約6小時

變身英雄夜燈 6點+299元

- 收藏精品
- 最大直徑公分 (28cm)

棉花糖的天空



魅力經典款

陽光亞洲款

歷險南美洲款

朋友大洋洲款

皇室歐洲款

神秘北美洲款

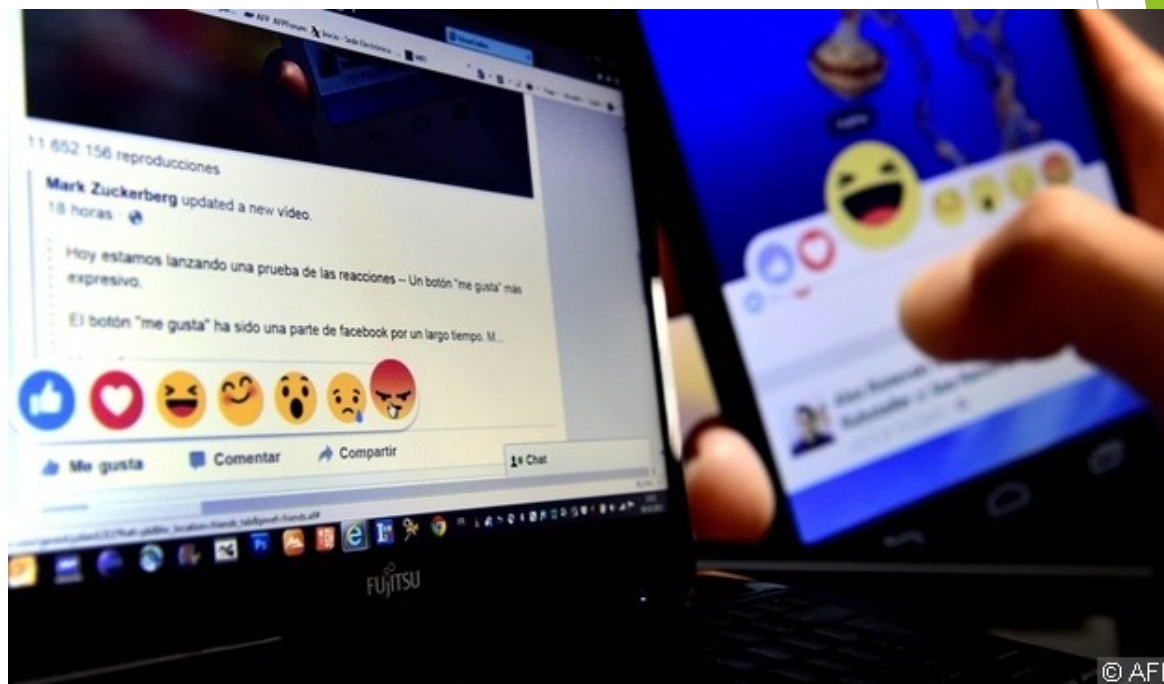
冰雪南極洲款

熱舞非洲款

# 喜欢一窝蜂做某件事



# 低头族



捷克有什么流行文化？

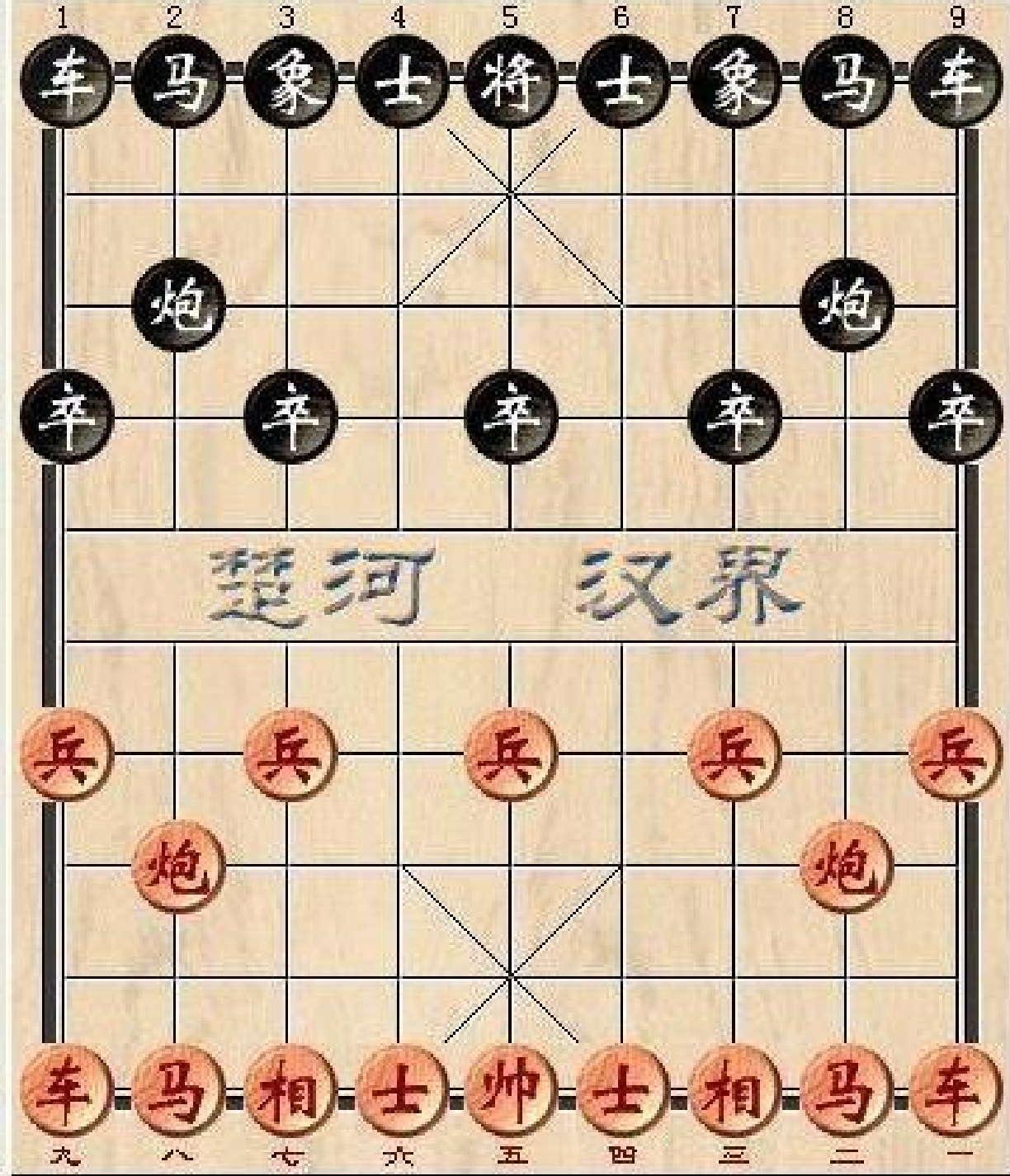
- ▶ 在这个影片中，有哪些文化点？
- ▶ [https://youtu.be/3wO\\_M6XY7IQ](https://youtu.be/3wO_M6XY7IQ)

# 文化点

- ▶ 1. 下象棋
- ▶ 2. 寺庙、拜拜、求籤
- ▶ 3. 夜市

# 下象棋

- ▶ 帅(将)
- ▶ 仕(士)
- ▶ 相(象)
- ▶ 俥(车)
- ▶ 傌(马)
- ▶ 炮(砲)
- ▶ 兵(卒)





# 下象棋

▶ 俗语：观棋不语真君子，起手无回大丈夫

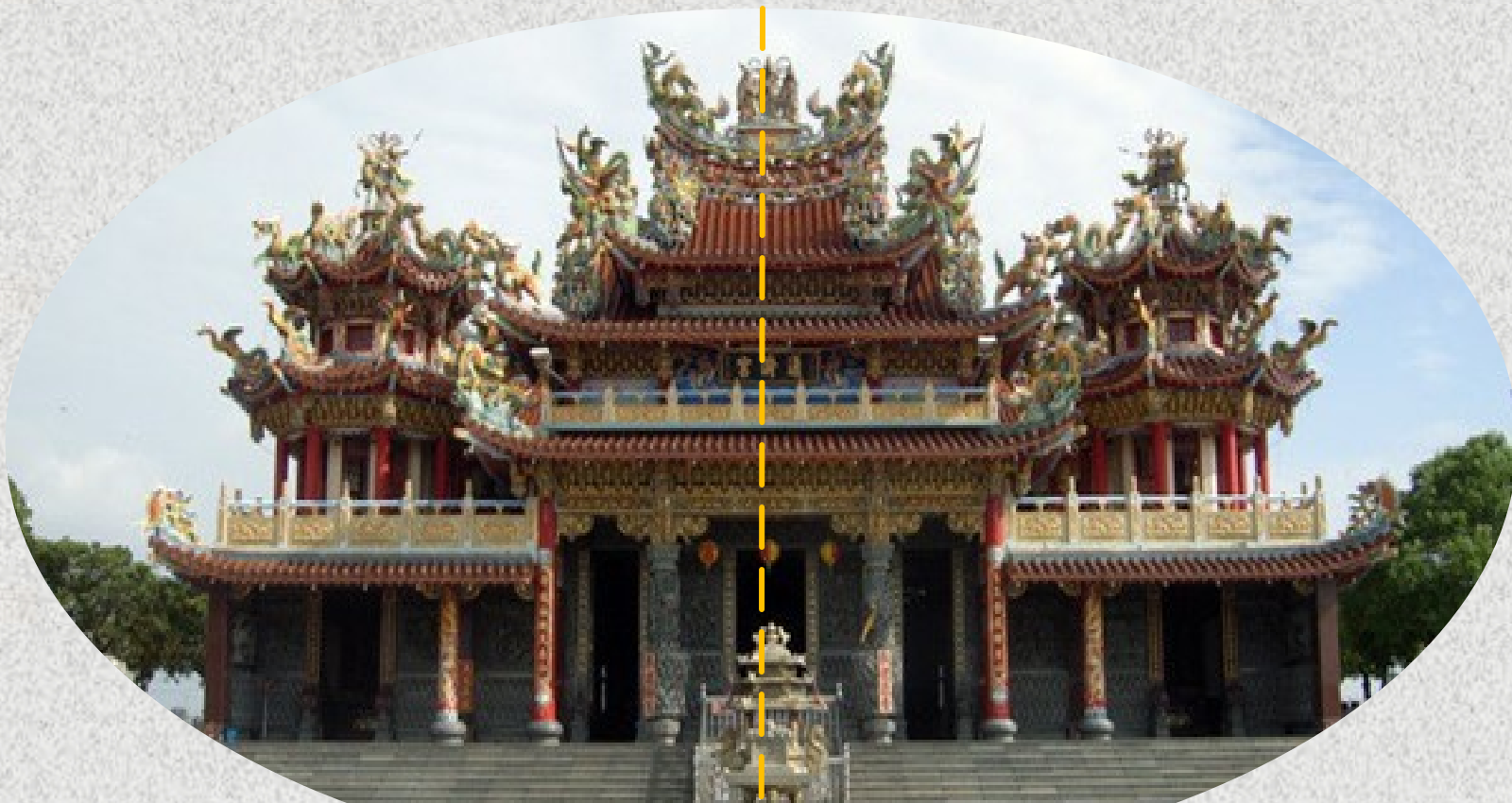


# 寺庙

- ▶ **Façade 正面**
- ▶ **The Layout of Temples 布置**
- ▶ **Gate/Door 门**
- ▶ **Pillars 柱子**
- ▶ **Roof 屋顶**
- ▶ **Floor 地板**
- ▶ **Wall 墙壁**
- ▶ **Statues of Gods 神明的雕像**

# Façade

- ▶ Temples always show the perfect symmetry in order to have a balanced visual effect.





Out

← Left door  
(with tiger)

Right door →  
(with dragon)



In

# The Layout of Temples : Hòudiàn(後殿)

- ▶ Hòudiàn(後殿) nowadays has many halls placed in it



# Gate/Door

- ▶ The front gate of temple
  - ▶ They are two generals
- named Yùchígōng(尉遲恭) believed that both of temples.



尉遲恭



秦叔宝

protect

ft) is

. It is

red

# Pillar

- ▶ P  
c
- ▶ T  
b



ots of

xpress  
rds gods.

# Pillar : Lóngzhù (龍柱)



s two Lóngzhù  
ne to finish du





# The three Gods of Fu (Happiness), Lu(Prosperity),



(There are two  
mythological  
dragons protecting  
them.)

# Tower



(There are also two mythological dragons protecting it.)

# Eight Trigrams



(There are also two mythological dragons protecting it.)

# Floor

- ▶ The floor surface is often covered with red hexagon tiles, like the shape of turtle's shell, which symbolizes longevity.



# Wall

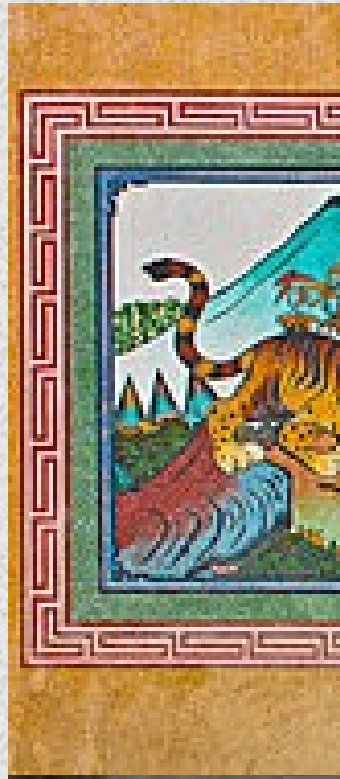
- ▶ Walls in Chinese temples are decorated with murals, and stone carvings, whose subjects are various. **There is.....**



# Stories from folklore and history



# Animals



# Plants





# Statues of Gods

- ▶ There're a variety of Gods in Chinese folk culture such as Mazu(the sea goddess), and Jade Emperor.(the ruler of Heaven and all realms of existence)



Mazu

Jade Emperor



# Statues of Gods



e

# Statues of Gods

- ▶ Padded cushions are usually placed in front of the altar so that worshiper can kneel, pray and show respect toward Gods in front.



# 求籤



# 求籤



# 拜拜



# 香的意义



平安香



禄香



小天真



增福香



催命香



催丹香



极乐香



贼盗香



增财香



疾病香



成林香



消灾香

神明想透过告诉我们的

# 夜市





# 夜市

