ZWEEKLY



Above: Wu Dongxu (first from left, first row) is among the 33 students from across the world to participate in the 2023 International Public Speaking Competition (IPSC), held in London from May 11 to 12. Below: Wu delivers his speech at the IPSC. PHOTOS PROVIDED TO CHINA DAILY

Stories, not language, resonate

Young Chinese student finds deeper understanding of public speaking at international speech contest, reports Chen Xue.

ou don't get a second chance to make a first $\operatorname{impression}-\operatorname{this}\operatorname{was}\operatorname{the}$ theme of this year's International Public Speaking Competition (IPSC), held in London from May 11 to 12. Thirty-three young speakers aged 16 to 20 from around the world gathered at The English Speaking Union to tell their stories, including Wu Dongxu from China. To him, the event wasn't just about giving a speech on first impressions. It also made a strong impression on him.

"Rather than a competition, the experience was more like an enlightening research trip to me, a trip that allowed me to see firsthand the differences and similarities between Chinese and foreign cultures," said Wu, 19, a student at Hangzhou Foreign Languages School, Zhejiang province.

Apart from the obvious differences in food, transportation and climate, what impressed Wu the most was the distinct styles of Chinese and foreign public speaking.

Although still a teen, Wu is no stranger to the public speaking podium - having participated in domestic competitions regularly since 2017. But on the stage of the IPSC, speakers had no podium to stand behind. They just had to face the audience.

"This was the first time that I gave a speech without a podium,



which made me realize how important eve contact and body language said Wu. He found it quite are," freeing, in fact, as you're not left stranded by the podium. Speakers have the freedom to convey more information with their gestures instead of just with what they say.

Another difference that caught Wu's attention was the evaluation criteria. According to him, in every single speaking competition he had participated in in China, things like pronunciation, intonation, flow and quality of language have always been a component of - if not a crucial part of - the evaluation criteria. But to his surprise, the IPSC organizing committee informed all the contestants before

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the event that accents and grammatical errors would not be considered in the evaluation process, meaning that delivery and your conveyed story are what matter most.

"Audiences are eager to hear powerful stories, especially those that still resonate with people regardless of where they are from," said Wu.

He gave some examples: a Mexican contestant who told of how she managed to change people's stereotypes toward Mexico, a Sri Lankan girl who proudly introduced the customs of her country and the tra-ditional wooden handicrafts that she brought on stage, as well as a Japanese girl who told how she, triggered by an incident at school, began to reflect on the Nanjing Massacre.

"These are the emotions shared by all human beings. We share these similarities despite our differ-ences," said Wu. "Diversity, respect, tolerance and understanding these are what the IPSC organizing committee, and what all the contestants including me, are hoping to see in international events like this

An extract of Wu's speech "Last year, I had the great opportunity to attend a lecture by a retired United Nations translator, and his words conveyed that in the

international arena, "the first impressions" created by translators may also exert a vital influence on major-country negotiations.

For instance, in 2015, Cuba and the US historically resumed diplomatic relations after more than 50 years of tension, and the translation of the announcement was very accurate and clear, helping usher in a new era of relations between the two countries. In 1972, Premier Zhou Enlai met then-US President Richard Nixon in China, and as the interpreters translated articulately, the two leaders' fruitful talk laid the essential foundation for re-establishing our diplomatic relations. In his lecture, the UN translator also talked about the same thing in his work for the United Nations, where differences and disputes prevail, and languages and cultures collide.

It is UN translators who ensure the extreme linguistic accuracy of assorted documents, and these interpreters who concentrate all their attention on conveying information simultaneously to all representatives. Across linguistic and cultural barriers, they create the first impressions for different countries that can make or break international relations, and they are given no second chance.'

Contact the writer at chenxue@i21st.cn

Gen Z Stats

Consumer-savvy youth splash out when it counts

This is an extract of the Survey Report on the Social Mentality of Young Chinese Netizens (2022) conducted by Fudan Development Institute's Center for Communication and State Governance Research, the Global Communication All Media Research Institute of Fudan University, Bilibili Public Policy Research Institute and the Shanghai Information Security and Social Management Innovation Laboratory. The report surveyed a total of 5,492 young netizens across China in 2021 and 2022.



A recent survey shows that young people have a strong willingness to both consume and save. TUCHONG

It seems that these days, young netizens' consumption patterns are somewhat contradictory: On the one hand, they budget carefully and try to save money by placing orders during shopping festivals, using coupons and haggling with sellers. They refuse to buy "stupid tax" products - products that are not worth the price — and they refuse to be trapped by consumerism. On the other hand, however, they are willing to splurge as long as it's for their hobbies and interests. So, what kind of consumer attitude lies behind this contradiction?

The coexistence of a strong willingness to both consume and save is the main feature of young con-sumer trends. According to statistics collected from Sina Weibo, the proportion of young internet users with a strong willingness to consume (7.4 percent) was much higher than that of a weak one $\left(0.8\right.$ percent). Moreover, the proportion of young netizens expressing a strong willingness to save (1.8 percent) was also higher than that of a weak one (0.6 percent). These data showed the new consumer trend of today's youth: A willingness to find enjoyment through consumption, but in the meantime are also consciously controlling their spending. ensuring some savings for emergencies.

The desire to consume is strong and resilient among young netizens, with 89 percent of the survey respondents maintaining a strong

li you are interested in this, please contactr i.education@chinadaily.com.cn

spending propensity over the past two years. Young people emphasize spiritual experience when it comes to consumption, as shown by their positive attitude toward paying for hobbies and knowledge. Willingness to pay for hobbies has become a major characteristic of young netizens. In 2022, 9.5 percent of young netizens clearly expressed their willingness to splurge on hobbies, rising from 8 percent in 2021. It has clearly become a trend for young people to express their personalities and interests through what they buy.

Paying for knowledge has also been accepted by young internet users, with 1.4 percent of respondents expressing an inclination to pay for knowledge in 2022, with no respondents saying that they would refuse to pay for knowledge. With the increase of knowledge-related products, such as podcasts, e-magazines and online classes, paying for knowledge and information has become widely accepted among young people. Another characteristic worth

noting is that more youngsters have positive rather than negative views toward overconsumption. A total of 1.1 percent of young netizens show a favorable attitude toward it, while only 0.2 percent express a negative view. Credit products have become a major means of overspending for young people.

Despite their willingness to splurge on hobbies, young internet users are also keen on joining various e-commerce promotion activities and adopting self-restraining measures to control expenses. For example, during e-commerce shopping festivals, many young netizens look up tips on saving money, which they may even share on social media. This not only helps them reduce their expenses but also brings them joy.

In the meantime, a low-desire society and minimalist lifestyle are popular concepts among some young people, which are also selfrestraining practices to control consumption. A network analysis of millions of relevant video comments on the video-sharing web-site Bilibili confirmed young netizens' strong propensity to consume and save money at the same time. Next to videos criticizing consumerism, resisting overconsumption and overborrowing, revealing brand marketing schemes, and calling on saving money, you can find that many young netizens choose to pay for online educational courses. Popular paid courses include science topics such as quantum mechanics, cosmology and brain science; humanities and history topics like interpreting poetry from the Tang Dynasty (618-907) and Song Dynasty (960-1279), literary theory and Chinese history; social science topics such as psychology, law and modern design, as well as economics and business topics.



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- 超高合金量的课程设置,为青少年群体量身定制课程,内容丰富 而精练,涉及经济、金融、财务、商业、战略和领导力,帮助年轻学员 获得对国际商业管理领域的广泛视野,从而及早确定准确的专业
- 课程新增财商测验入门小测验:帮助学生更好地了解自己的兴
- (本): 球水目式 多大优秀学子全程带领指导育业实成演练:每周都会安排一个 小时的辅导时间(Tutorial Hour),全程由多大商学院优秀学长 学姐带领做商业方面运动演练,在实践中获得美知 表现优秀学生可获得多大教授推荐信,成项前10%优秀学员将 疾多大发考虑等实施发现指存信,助力商学家本科或硕士中请。3
- 成课程的学生可获得多大商学院颁发的课程结业证书,同时成为 逻辑曼青年社区 (Rotman Youth Community) 一员

北京时间

. F7月11日起 每周二、周四上午8-10点,每周六上午9-10点

多伦多时间 * 2023年7月10日起 每周一、周三晚上8~10点,每周五晚上9~10点 温哥华时间

* 2023年7月10日起 每周一、周三下午5-7点,每周五下午6-7点

课程时间安排

为期**五周,每周5个课时,2小时正课+2小时正** 课+1小时项目辅导(1小时项目辅导课时由多 大罗特曼商学院(Rotman Business School) 学长和学姐全程带领参营学生做商业案例相关 的课程项目)

聚焦五大核心课程

- 财商测验入门小测验
- 宏观与微观经济学
- 财务分析



