



黄会林◎主编

印象·改革开放

看中国·外国青年影像计划

北京师范大学中国文化国际传播研究院◎编

**Impressions of
Reform and Opening Up**

Looking China Youth Film Project



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看中国·外国青年影像计划

Looking China Youth Film Project

“看中国”是由北京师范大学会林文化基金赞助、中国文化国际传播研究院主办的一项中国文化体验项目。自 2011 年起，已成功举办七届。该项目旨在通过外国青年电影人的独特视角，在中方志愿者一对一的配合下，拍摄完成一部 10 分钟的中国文化短片。项目意在凸显外国青年的文化体验与独立创作，加强中外青年之间的跨文化沟通、交流与合作。

Looking China is a cultural program sponsored by Huilin Foundation and hosted by AICCC. It has been successfully run for seven rounds since 2011. The program aims to showcase the contrasting simplicity and glamour, the antiquity and fashion of China through the unique perspectives of young international filmmakers. They would make a 10-minute short documentaries of Chinese culture with the one-on-one help from a Chinese volunteer as a way to enhance the international influence and attractiveness of Chinese culture and to strengthen the cross-cultural communication, exchange and cooperation among the younger generations in China and abroad.

序言 Foreword



北京师范大学校长 董奇
Dong Qi, President of
Beijing Normal University

世界的美好未来寄望于青年一代。为青年的成长创造更为广阔的舞台和更良好的环境，是大学的重要责任和使命。中国有两句谚语，一是“读万卷书，行万里路”，就是说青年学生要想获得更好发展，不能仅埋头于书海之中，穿梭于图书馆和教室之间，囿于校园之里，更应游历国内外，开阔视野，增长见识；还有一句话是“耳听为虚，眼见为实”，就是说不能仅通过耳朵去了解世界，不要轻信道听途说的传言，更要通过自己的眼睛去用心观察和感受这个世界，切身体验，亲眼见证才更为真实。

“看中国·外国青年影像计划”正是一个推崇知行合一，注重实践与体验的项目。自2011年至2017年，该项目已经连续举办七届，在世界范围内产生了广泛的影响。来自不同国家和地区的青年，每年在短短的17天里，以自己的视角和相互碰撞的思维来观察、体验和感悟中国各个城市和普通人的生活与家庭，并通过这些个人和家庭，从某些侧面来进一步认识和了解中国的国情和发展。尽管时间短暂，但我相信很多青年会将这段经历铭记一生。更为重要的是，这17天里，来自不同国家、不同学校的青年通过这个平台相伴成长，相识相知，从不了解到了解，从不熟悉到熟悉，从不认识到结成深厚的友谊。这对他们更好地认识自己和他人、了解本国和他国，是非常重要的和难得的体验和机会。

“印象·改革开放——看中国·外国青年影像计划”是“看中国”项目的一部分。改革开放四十年来，中国在经济、文化、社会、生态等方面都发生了巨大的变化。“看中国”项目选择了能集中体现这种变化的63部纪录短片。该项目从青年的视角、文化的层面呼应和表现了中国改革开放四十年来的变化，展现了外国青年在中国进行文化交流的精彩成就，感召力与影响力不断增强。我们期待通过这一项目和这些影片，让这些外国青年体验和分享中国的发展，助力中国和世界各国的人文交流、民心相通，探讨共建文化新秩序。

作为“看中国·外国青年影像计划”的发起者和主办方，北京师范大学始终致力于中外文化交流与国际合作，每年都接收来自百余个国家的留学生4000余人，出国交流学习的师生也有3000余人。学校始终高度重视并积极参与国家发展与文化建设。尤其是近年来，我校中国文化国际传播研究院在黄会林院长的带领下，持续推进“看中国·外国青年影像计划”等一系列丰富多彩的文化交流活动，有力地推动了世界各国和相关地区教育文化的沟通、交流与合作。

借此机会，我要特别感谢“看中国”项目的发起者黄会林教授以及她的团队，他们做了大量创造性的工作，付出了巨大心血。希望这个计划能够为增进中国和世界各国的大学生相互了解，为促进不同国家和人民的友谊发挥更大作用。衷心祝愿这个项目取得更大成功，也希望参加这个项目的各国青年，回国后向家人朋友分享在中国的所闻所见和所得，共同观看亲自拍摄的精彩纪录片，介绍和传播中国的文化。欢迎大家常来中国，常来北京师范大学看看！

A bright future of the world depends on the young generation. To create better opportunities and growing environment for them is the university's important responsibility. As the Chinese saying goes, "for a young man to develop well, tens of thousands of books are to be read and tens of thousands of miles are to be traveled". In other words, the purpose of education for the young students cannot be achieved simply by studying in the library or classroom, they should travel throughout their countries and the world to broaden their horizons. The other saying is "seeing is believing", which means the young generation needs to observe and explore the world with their own eyes.

Already held for 7 consecutive years since 2011 to 2017 and gaining wide attention worldwide nowadays, "Looking China Youth Film Project" is precisely such kind of program that highlights "traveling" and "seeing". Within an approximately 17 days schedule, participants from all over the world get to observe Chinese cities and the lives and families of the people from their own perspectives and mindsets, learning about certain aspects of China from the Chinese individuals and families. While it may not be a long time, I believe many of the young people will gain precious memories that would last a lifetime. More importantly, during the 17 days, the young

foreign and Chinese participants get to know each other, becoming friends, and eventually growing a bond in friendship which may very well last for a lifetime. For the foreign students who come from different countries or from different schools of certain country, this is a platform to get to know each other and get connected, which will facilitate better understanding of themselves, others, their own country and other countries, which is equally important.

“Impressions of Reform and Opening Up: *Looking China* Youth Film Project” is part of the *Looking China* program series. 40 years after China’s economic reform now, China has undergone enormous changes in terms of economy, culture, society, ecology, and so on. *Looking China* has just picked 63 documentaries from our collection that best reflect such changes in tributes to the 40 anniversary of the reform from a cultural standpoint and through young foreigners’ perspectives. These works showcase the excellent achievements of the young foreign filmmakers from their cultural exchange experience in China and reflect the increasing popularity and influence of *Looking China*. By virtue of this program and these films, we hope to invite these young people to get to experience and share China’s developments, help to promote the cultural exchanges and people-to-people bonds between China and other countries, and to explore the possibilities of how to jointly build a new cultural order for the world.

As the initiator and sponsor of “*Looking China* Youth Film Project”, Beijing Normal University has always been committed to the extensive communication of Chinese and foreign cultures and international cooperation in related areas, receiving on an annual basis over 4,000 foreign students from over 100 countries and sending over 3,000 faculty members and students abroad for exchange and study programs. The school has always laid stress on and actively taken part in the country’s economic and cultural development. In recent years, led by Director Huang Huilin, the Academy for International Communication of Chinese Culture of Beijing Normal University has launched a variety of cultural exchange projects and events, including “*Looking China* Youth Film Project”, which have served a forceful role in promoting communication, exchange and cooperation in the education and culture sectors among many countries and related regions.

Taking this opportunity, I’d like to thank Professor Huang Huilin,

founder of the *Looking China* Project, and her team, who have done great work with their creativity and efforts. May the program continue its role in promoting the mutual understanding between college students from China and all over the world and further promoting the friendships between all countries and peoples in the world. I'd like to extend my sincere wishes for even greater success of the program. I hope that the young participants will share with their families and friends what they have seen and experienced in China, introducing Chinese culture and sharing their marvelous documentaries when they have returned home. Welcome back to China and Beijing Normal University any time!

序 Preface



北京师范大学资深教授
中国文化国际传播研究院
院长 “看中国”创始人
黄会林

Huang Huilin, Professor
Emeritus of Beijing Normal
University, Dean of AICCC,
Founder of *Looking China*
Project

从 1978 年到 2018 年，中国改革开放 40 年来发生了翻天覆地的变化。中国人民在中国共产党的领导下团结一致，不懈奋斗，用勤劳、勇敢、智慧成功走出一条中国特色社会主义道路，书写了大量当代中国发展进步的故事。我们希望通过合适的方式能让更多的人了解中国的发展故事，感受中国的发展成就。

“看中国·外国青年影像计划”自 2011 年至 2017 年已经连续成功举办七届，共招募了 49 个国家的 405 名外国青年，在中国 20 个省市共拍摄完成 404 部“看中国”纪录片。2018 年的 100 部“看中国”短片围绕“生态·生物·生活”的主题，将在 4-7 月在中国 11 个省市陆续展开和完成。

“看中国”项目旨在通过外国青年电影人的独特视角，在中方志愿者一对一配合下，拍摄完成一部十分钟的纪录片。整个项目强调外国青年在华亲历的文化体验，期待外国青年运用他们的镜头观察和感受中国生活、发现并讲述中国故事。从接机到送别，从陌生到相识，从误解到理解，从合作到共赢，每部纪录片镜头故事的背后还有更多的人情故事。纪录片的拍摄工作完成后，通过该项目连接的中外青年、师生、院校之间的友谊还在不断地生发成长。可以说，“看中国”项目已然成为承载外国青年进行文化交流的“直通车”，以文化包容的态度和人际沟通的善意，很好地削减不同国家和民族之间的隔膜与障碍，在中外青年之间架设起一座充满活力和希望的国际友谊“桥梁”。

当下的世界经济增速放缓，“逆全球化”思潮抬头，我们面临太多的共同问题。不同民族国家之间确实需要基于开放包容、互学互鉴、互利共赢的精神，开展人文交流，夯实民意基础，加强国际合作，实现优势互补，促进共同发展。

国家间的人文交流需要切实落地、互相接受、具体有效的承载方式。如何把美好的交流愿望转化成切实的操作方案，把理论政策的提倡落实为具

体的生活实践，从宏观的族群文化表象进入到细腻个体生命接受，“看中国”项目已经积累了一些宝贵的经验，我们也将和外国青年一起继续做出更多的新探索。

改革开放40年来中国取得的各种发展奇迹，既是中国人的骄傲，也是世界和平与发展的宝贵经验，吸引了世界各国人民，包括青年的好奇心与关注的目光。

从2014年起，为了让更多外国青年了解和参与“看中国”项目，我们开始出版“看中国”图书。本次出版的《印象·改革开放——看中国·外国青年影像计划》专题图书是“看中国”项目衍生出来的系列项目之一，选择了能集中体现改革开放40年来中国在经济、文化、社会、生态方面变化的63部纪录片。主要包括：短片情况概述、海报、内容简介、学生关键词与感受。全书图文并茂地对“看中国”活动成果进行了介绍，具体形象地呈现了近年来“看中国”项目与外国青年文化交流共建的努力，探索和积累了当代中国文化影响力生成的宝贵经验和有益模式。

世界是属于青年的，衷心祝愿“看中国”项目能为各国青年的交流往来做出更多积极的贡献。

From 1978 to 2018, tremendous changes have taken place in the 40 years of China's "Reform and Opening Up". The hardworking Chinese people, led by the Communist Party of China, united and continuing to strive with their diligence, bravery, and wisdom, have set foot on a successful path of Socialism with Chinese characteristics and built a legend of advancement for the modern China. Now we would like to share the stories of China's development with more people in a preferable way and provide an opportunity for the reader to see the great achievements of China.

"Looking China Youth Film Project" has successfully run 7 rounds since 2011. A total of 405 young foreigners from 49 countries have been invited to the program, who went to 20 provinces of China and made 404 *Looking China* short documentaries. In 2018, featuring the theme, "Ecology, Biology, Lifeology", 100 new documentaries are expected to come out through April to July from 12 Chinese provinces.

Looking China invites young foreign filmmakers to make 10-min documentaries from their own perspective with the assistance of their Chinese partners. The program attaches great importance to the young

foreign participant's personal experience about Chinese culture, and urges them to observe and experience the life in China with their cameras, and to discover and tell Chinese stories from their own standpoints. From the young foreigners' arrival to the moment of farewell, from strangers to friends, from misunderstandings to understandings, from cooperation to success, there's always a lot more to share and remember behind the stories of the short films. Even after the program, the friendships between the young foreign and Chinese participants, the faculties and students, the schools connected by the program still continue to grow. *Looking China* has become an iconic program for young people around the world to experience and promote Chinese culture, which, overcoming the barriers between different countries and peoples in good faith of cultural respect and interpersonal communication, aims to build a bridge of friendship full of vigor and hope between young foreign and Chinese people.

The current global economy is slowing down, hence the growth of the ideological trend of "de-globalization", and we are facing more problems in common than ever. In the spirit of openness and reciprocity, mutual learning and benefiting, countries should carry out more cultural exchange, gain more public support, and seek more international cooperation, in order to share advantages and achieve joint development.

Cultural communication between different countries calls for feasible, mutually acceptable and efficient approaches. As for how to translate the good will of communication into practical operation schemes, theories and policies into practices in real life, and how to enter into the life of a living individual from the macro-cultural phenomenon of a people, *Looking China* has had some useful experience to share, and will not stop exploring further together with our young foreign friends in the future.

The various wonders that China has achieved in the four decades since "Reform and Opening Up" are not only something the Chinese people themselves take pride in, but have also lent experience to the whole world when it comes to peace and development, and have caught the curiosity and attention of people all over the world, including the young people's.

Since 2014, in order to better introduce *Looking China* to young foreigners, we launched Looking China book series. As part of the series, “Impressions of Reform and Opening Up: *Looking China* Youth Film Project” consists of a selection of 63 *Looking China* documentaries that best reflect the enormous changes of China in terms of economy, culture, society, ecology, and so on in the 40 years of “Reform and Opening Up”. The main contents of the book include: overview of the short films posters synopsis of each film, and the keyword of each participant. The book covers the stories of *Looking China* in the past years with rich images and words, reflecting the joint efforts by *Looking China* and the young foreign participants in our cultural communication undertakings, and sharing and exploring the valuable experience and efficient models regarding the reach and influence of contemporary Chinese culture.

The world belongs to the youth. May *Looking China* continue to promote the communications among youths from different countries.

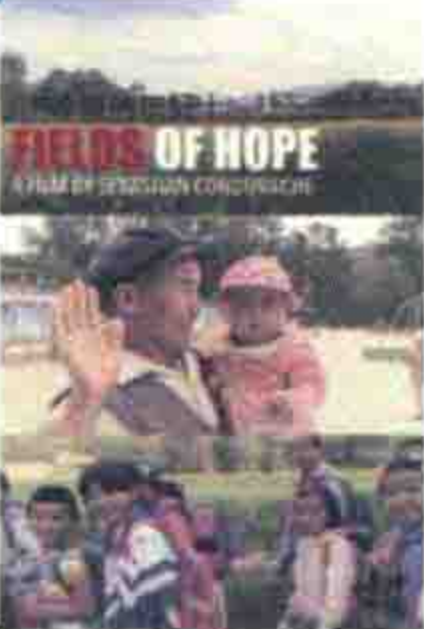
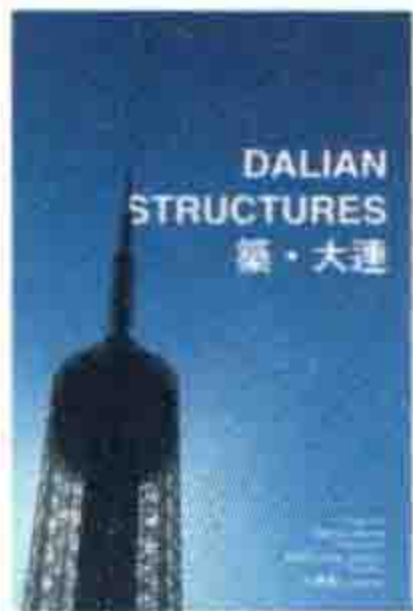
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