



惠州学院
HUIZHOU UNIVERSITY

HUIZHOU UNIVERSITY

65 Years 惠州学院65周年纪念之旅
Commemorative Journey

Compiled and Written by Regina M. Stockus 程琳琳 编著



惠州学院

HUIZHOU UNIVERSITY



1946-2011

惠州学院65周年校庆

THE 65TH ANNIVERSARY OF HUIZHOU UNIVERSITY

INTRODUCTION

Leading by example; is the best way to teach any young mind, is my constant motto. This is not always easy to achieve either because of time or circumstances or in many cases both. Nevertheless; at the beginning of the semester I heard that Huizhou University was celebrating its 65th anniversary. I thought about how I could personally do something as a show of appreciation to the University for all its kindness and generosity to all of us foreign teachers and to me personally. I also thought; how my classes, could do something for this wonderful celebration. Most of my classes and lectures revolve around the subjects of Sales, Marketing, Promotion and Marketing Communications, and to utilize this opportunity as a case study on marketing communications, the classes were divided into strategic think tank committees to come up with a plan or plans that would encompass their lessons and the celebratory activities. A list of many ideas and activities were created. Unfortunately all the ideas required some kind of financial input. At the same time I wanted to enhance the students' learning curve in a more practical fashion, to emphasize the principals and theories of marketing communication and even more importantly to show them; by example, how any idea, however humble, or however large, can be put into action if the will and the commitment was there.

Writing was and is my continuing passion. I felt that by writing some article related to the 65th Anniversary of Huizhou University would be a nice thing to do. I showcased this to the students so that they could see how this process can be developed. It was a simple enough activity. But as I kept editing the article I realized that I could make it even better by expanding it into a more in depth commemorative piece of work enhanced by the many photos I had

taken of the campus and Huizhou City. At the same time it showed the students how much more an idea can be expanded into if we allowed our imaginations to roam freely. So this is how the idea and the book was created and transformed into what you see today.

The many pictures you see were taken by me with some pictures borrowed from my previous work LETTERS FROM HUIZHOU. A few pictures were also downloaded from Huizhou University's own website. The students from my Economics classes helped with the basic Chinese translation. By showing them the stages of creating a communicative piece of work; i.e from idea stage, to first draft stage to final copy and editing stages, this showed them first hand how communicating ideas in print can not only be effective but interesting and promotable. And even could be used to communicate an important and significant event such as Huizhou University's 65th Anniversary. I explained to them that this piece of work could even be used to act as a fund raiser for the many activities that are being planned for the 65th celebration. This is in fact what we have undertaken.

The result of course is that this entire exercise will now help bond students more closely to the university and also allow many of Huizhou's prominent citizens to show their respect and their enthusiasm and be part of our university community and its history and its development, via their support and contribution to this project.

This entire project will hopefully benefit not only the university's 65th anniversary programs; but most importantly; showcase to many people what a wonderful institution we really have and show by example, to the students the great result that can be derived when we work together for a common cause.

Regina M. Stockus Writer/Lecturer

序言

“言传身教是最好的教育方式”这是我不变的座右铭。但在很有许多情况下并不总是很容易实现。然而，在本学期开始，我听说惠州学院庆祝其成立65周年。我想自己能为校庆做些什么以表达我们全体外教对学校的感恩之情呢？由于我所教的课程大多围绕销售及市场推广和营销传播，我可以利用这个机会作为营销传播的案例研究，把课程和实践相结合，融入到课程教学和庆祝活动里。我有许多的构思和计划。困难的是，所有的想法都需要某种财政投入。我想用一个实际的方式，以提高学生的学习能力，强调实践和传播营销理论相结合，更重要的是向他们展示：如果有一个想法，可以怎样付诸行动。

写作，是我持续的激情。我觉得在网络博客上写惠州大学65周年相关的一些文章，将是一个不错的事情。我展示给学生，使他们能够看到这个过程是如何开展的。这是一个再简单不过的活动。但是，把在编辑文章的同时，我意识到，我可加深与扩大，我在校园和惠州市采集更多照片，可能效果会更好。同时，它显示了很多学生的想法，可以给我们更

大的想象空间。因此，今天你所看到的这本书就是按这个构思所得的。

我从以前的惠州资料上借用一些图片，也从惠州大学自己拍摄的照片中挑选了几张照片。由经济系的学生，帮助中文的基本翻译。通过围绕惠州大学65周年庆典，创造一个学生实践的工作阶段，即从构想阶段、初稿阶段、编辑阶段、最终出版。这个过程首先向他们展示：一个想法不仅有趣、有效，而且可以实施。我向他们解释，这件作品甚至可以作为大学第65届庆祝活动的一个见证。而事实上，的确如此。

结果当然是，这整个实践将有助于学生更密切地关注大学，也让许多惠州的优秀精英，通过他们对这个项目的支持和贡献。有机会表达他们对大学的关注和爱护。整个项目受益的不仅是大学的65周年庆典，最重要的是告诉给学生：“当我们一起为共同的事工作，我们可以得出伟大的结果”。

柳琳娜

The 65 Year Journey

65年的历程

2011

Written, compiled and photographed by
Regina M. Stockus

Every attempt has been made to ensure authenticity and accuracy of the information and data compiled. If there are any errors to this effect the writer apologizes and states that it was not done intentionally or on purpose in any way shape or form. Our university is proud to encompass close to 20,000 personnel and students. The author apologizes to those whose pictures were not included. It was not intentional and merely just a lack of information, time and space. The author hopes that in subsequent issues those who may have been excluded here will then be included.

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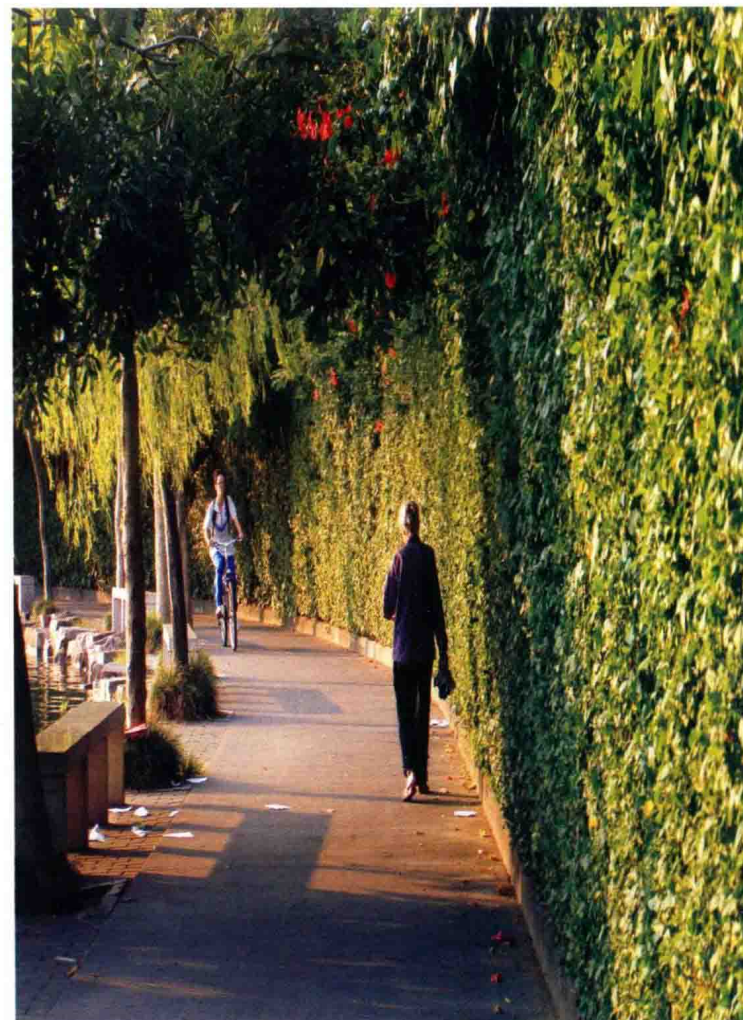
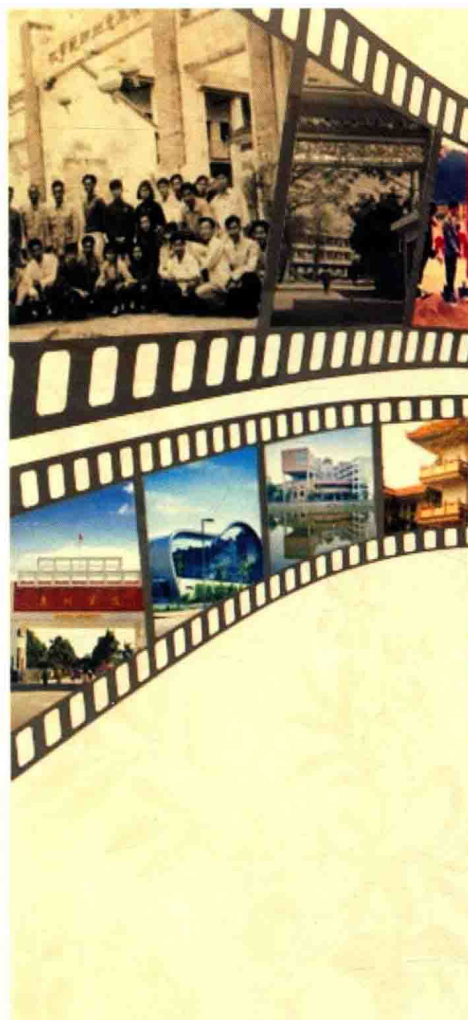
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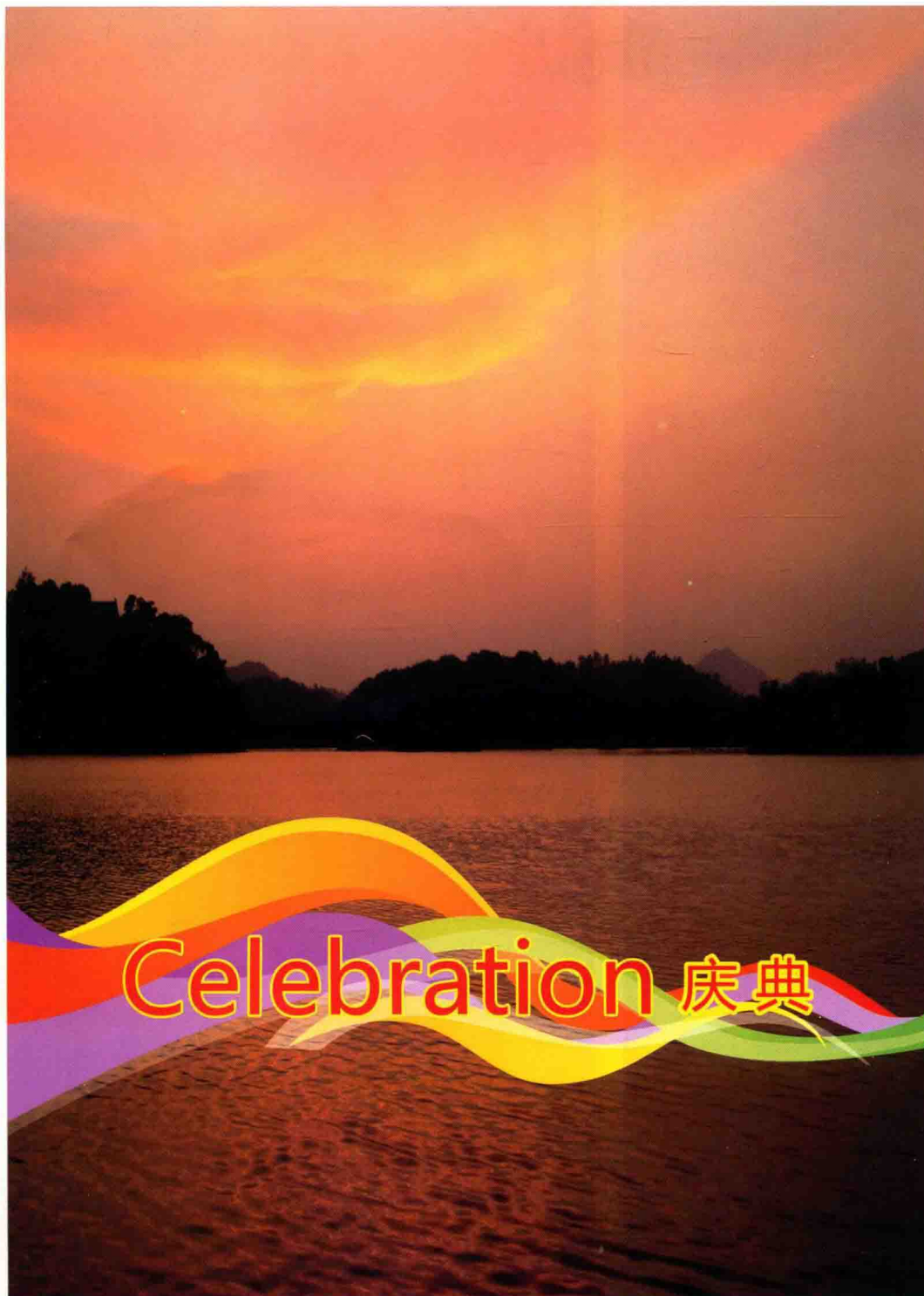
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Huizhou University

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IT'S A CELEBRATION

This is a great moment for Huizhou University and a great moment for all of us who teach here as we celebrate Huizhou University's 65th anniversary.

It is a made in heaven location for all of us, especially us ex-pats. The staff, the students, our colleagues and especially our leaders, have all combined and contributed to making this a truly dream job scenario for many reasons.

In this small commemorative narrative I wanted to showcase and highlight what we are all about and pay a special tribute to this wonderful place.

Travel through the past present and future in pictures and you will gain a greater sense of appreciation and loyalty for our university and our facilities.

Many thanks to all our supporters and contributors who helped with this commemorative project, for their comments and input and information and especially my dream team (students from my economics classes - see below).

Huizhou City is a great place to live and Huizhou University is a great institution to work for. This solely independent work was compiled as a show of affection and appreciation to the staff and leaders of this wonderful academia.

Regina M. Stockus

Canadian

Lecturer

Departments of Tourism and Hotel Management
and Economic Management

Happily living and working in Huizhou for 9 years

November, 2011



The Project Team

左一: 张志棉 Zhang Zhimian

左二: 欧菲菲 Ou Feifei

中间: Regina Marie Stockus

右二: 黄玉金 Huang Yujin

右一: 蔡国威 Cai Guowei

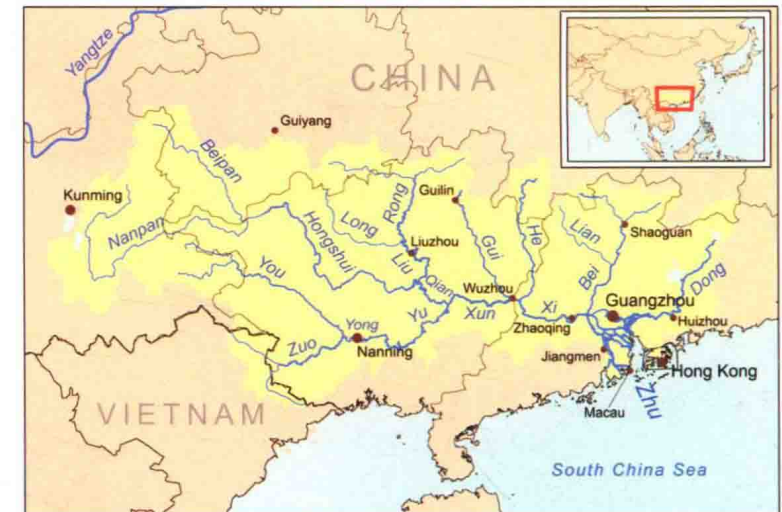
A LITTLE ABOUT HUIZHOU CITY ITSELF

惠州的城市概要

Huizhou (中国: 惠州; pinyin: *Huizhōu*; Cantonese: Wai⁶ zau¹), historically known as Waichow, is a city located in central Guangdong province of the People's Republic of China. It is part of the Pearl River Delta Region.

Huizhou borders the provincial capital of Guangzhou to the west, Shaoguan to the north, Heyuan to the northeast, Shanwei to the east, Shenzhen and Dongguan to the southwest, and looks out to the South China Sea to the south. It is Administered as a prefecture-level city. It has 4,60 million residents in its area of jurisdiction. Its southern part is made of Huiyang district which is now part off Guangzhou-Shenzhen , and it is the biggest built up area in the world with more than 40 million inhabitants encompassing Shenzhen, Dongguan cities and the main parts of Guangzhou, Foshan, Zhongsgnan and small parts of Jiangmen and Huizhou cities. There are two main dialects spoken by local people in Huizhou: A Cantonese dialect which is Huizhouhua (惠州话) and Hakka (客家话).

The two dialects are somewhat interrelated and similar so people can easily understand each other. As more newcomers from the other provinces come to work in Huizhou, Mandarin has become the other most popular and used language in Huizhou.





JOURNEY INTO THE PAST

1946-1999

50年历程 (1946-1999)



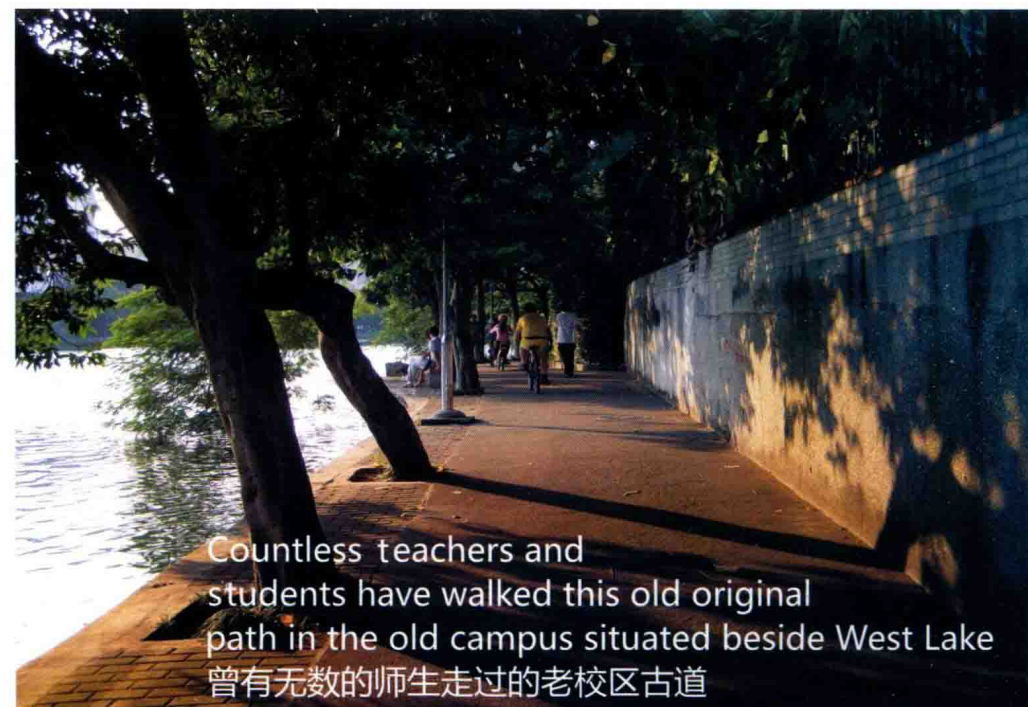
The original campus 老校区



Original Teacher's Village 老校区教师宿舍楼



The original Tree over 200 years Sits in the old campus
在老校区内有一棵200多年的古树



Countless teachers and students have walked this old original path in the old campus situated beside West Lake
曾有无数的师生走过的老校区古道



The 65 Year Journey

65年的历程



The Original School Buildings
On West Lake
丰湖老校区的教学楼





The School On West Lake From 1970-2002
1946年至今的丰湖老校区



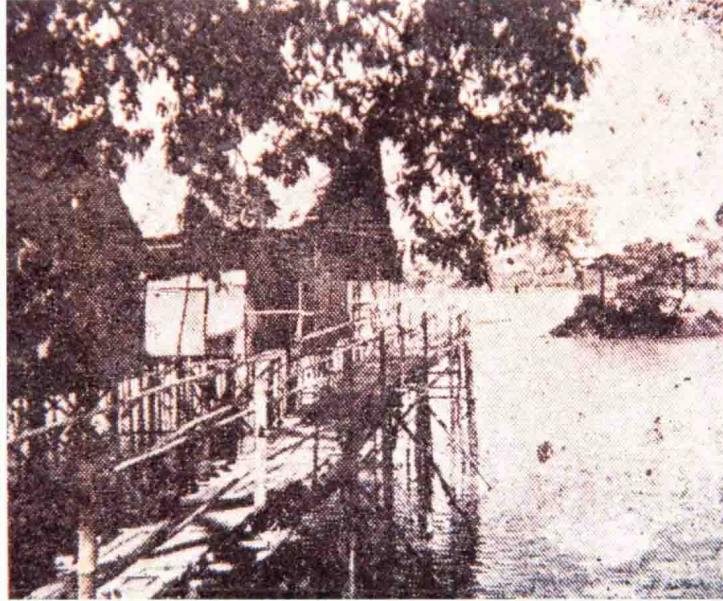
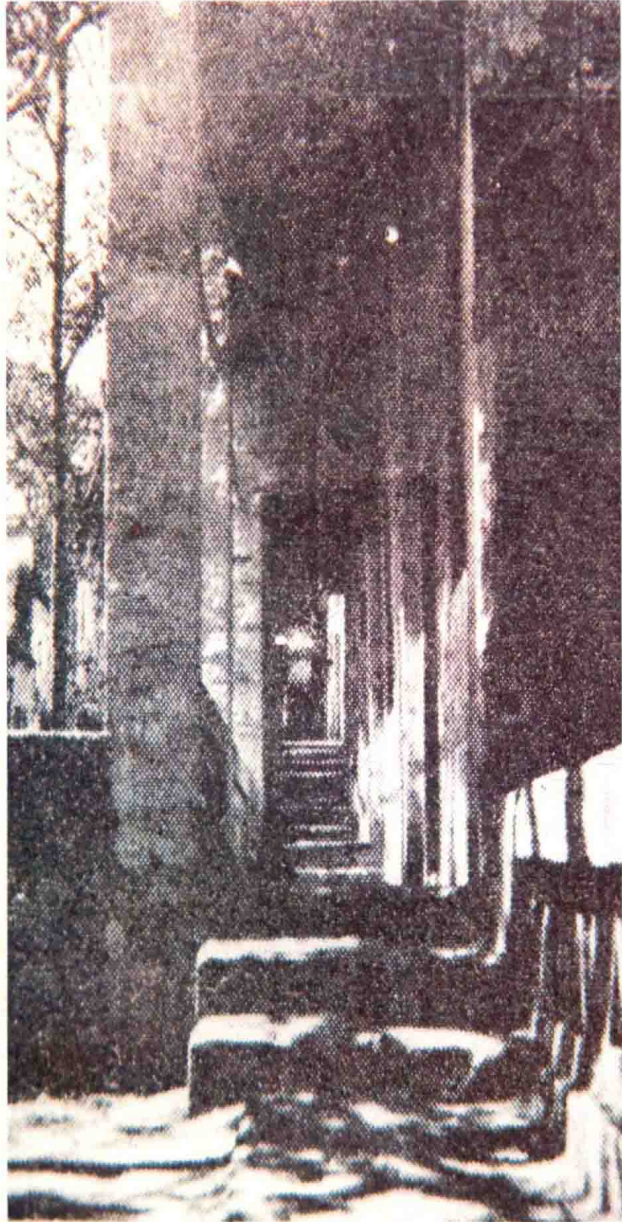
• 廣東省立惠州師範學校三十七年度普師專師簡師各班畢業同學與各教師合影 • 三十



1979年校庆三周年合影



1978年惠阳地区师范学校76级78届
文艺专业班毕业生摄于显岗校址



1986年水上图书馆阅览室

1986年校园



1992年惠州学院新校区建设前原貌



1996年校友运动场奠基



1999年的金山湖校区



Huizhou City and The Old Campus Before 2000
2000年前惠州西湖边上的老校区