

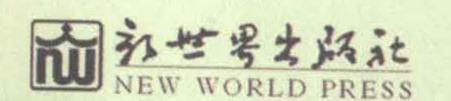
* 19 Personal Journeys to Success *

(AQUARTER OF) THE WORLD INTREBUNGS

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(AQUARTEROF) THE WORLD IN THEIR HANDS

* 19 Personal Journeys to Success *



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Preface

The stories in this book profile 19 Chinese stars whose vivid reflections on the six decades of history of the People's Republic of China echo the joys and delights alongside anger and sorrow of the 1.3 billion people of this land.

The 19 profiles selected are all successes in each of their endeavors, embracing government ministers, successful entrepreneurs, world-renowned artists and superstars of sports and stage. Here then are scholars, specialists, writers and officials who once were farmers toiling in the fields. Here are those who went to school in the 1950s, as well as the newest stars born after the 1980s. No matter what their professions are, they have pursued excellence in their fields, with many "firsts" in what they do best, heralding great feats in their life work.

Their success is first and foremost the result of their own striving. Indeed, each one of them reveals a unique experience. In the face of difficulties, they never wavered nor abandoned their goals. Rather, they persisted and only reached their ultimate success after unrelenting efforts. At the same time, they owe their achievements to the times they have lived in, and the opportunities gained. China's recent progress has provided people with the chance to seek out their own identities and potential. Those who grew up in the 1960s and 1970s all endured setbacks, perhaps typically epitomized by Guo Fenglian, once known as the "iron maiden" of Dazhai Village, who later emerged as a leader of reform. They have all seized opportunities offered by the changing times they have lived in, and come out on top as path-breakers and trendsetters.

To be sure, they are outstanding luminaries in society, but even more importantly, they are ordinary Chinese people much like so many others. The hardships they have gone through are by no means less than those encountered by others. Their stories reflect the ups and downs of Chinese society through recent history. They may be said to be true representatives as well as outstanding examples of the Chinese people of the past 60 years. Through them, we come to see the spirit of diligence and hard work of the entire Chinese nation, of hard-won development

Preface

and great progress as well as the changes and the diversity across the country. Their bright footprints are witness to and light the path China has taken, to move from being a poor underdeveloped country to a strong nation abounding in vitality. The inspiring efforts these people have made also tell the story of the many difficulties and challenges China has overcome in its pursuit of modernization.

These profiles represent the work of a group of young and older journalists. To explore the cynosure of their writings, they had to dig deep into the careers as well as the hearts and minds of the people they interviewed, which for them would have also been a process of taking a closer look at and summarizing China's recent history, marked by its advances and transformations. The experiences of the 19 stars of their stories, the changes in their ways of thought, and their hearts' aspirations or their chosen paths reflect the characteristics of their times. Thanks to the exertions of these writers along with the English translators and editors, the rest of the world now has an opportunity to get to better know the life and spirit of 1.3 billion Chinese people, through these vibrant portraits of but 19 representatives.

The 19 stars of these stories make China, including several generations of the Chinese people they represent, very proud. At the same time, it is because of thousands upon thousands of people like them that China has developed and achieved a progress recognized the world round. As China celebrates its 60th anniversary, all of these 19 people, even including those entering their 70s, remain amazingly active, working hard in their own fields. This somewhat suggests that China is still a developing country with a long road ahead, its people continuing to march steadily along the path they have chosen.

Vice-President and Editor-in-Chief

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From a Nuclear Expert to a Cultural Disseminator



Name: Zhao Qizheng

Age: 69

Occupation: Nuclear expert, government

official, scholar

Profile:

When hearing of Zhao Qizheng, most people in China know him as Director of the Committee of Foreign Affairs under the Chinese People's Political Consultative Conference (CPPCC), and dean of the School of Journalism and Communications at Renmin University, in Beijing. He is always the convivial spokesman, calm and unhurried when dealing with foreign media. They have labeled him as "Pudong Zhao," "PR director of the Chinese government," "a rare brilliant orator in China," and "The image of China." He is also an intelligent and inspiring communicator.

Yet few people have realized that Zhao Qizheng was once a nuclear expert—working in the science and technology department on national defense for about 21 years. He is also a cultural disseminator, whose published works include: The Logic of Pudong, Introducing China to the World—Zhao Qizheng's Speeches and Dialogues, Introducing China to the World—Zhao Qizheng and the Art of Communication Skills, and Riverside Talks—A Friendly Dialogue Between an Atheist and a Christian.

It is rare for anyone to work at the top of so many different fields as Zhao has done. Enrolled in a prestigious university, he first studied cutting-edge science, and then worked in the science and technology department on national defense for 21 years. A witness to China's reform and opening up in metropolitan settings, he has created a favorable environment for China at international forums. He has worked in one of the most famous journalism schools, training talented students to help them excel at their craft. He makes great use of his intellect and inspiration. Zhao confirms over and over again the golden rule that diligence, combined with intelligence, leads to success.

Science for 21 Years

His love for physics—which he chose as a major studying at university, then continued to work on as a scientist for 21 years—derives from his family background. His parents were both physics professors at Nankai University, in Tianjin. Under their influence, Zhao as a child showed great interest in natural science. In middle school, he was outstanding in math, physics and chemistry. He dreamed of becoming a scholar like his parents when he grew up. So when he was enrolled in university, he chose physics as his first major.

In 1958, when China set up its first experimental nuclear reactor, Zhao graduated from high school. In order to nurture more science personnel, the University of Science and Technology of China was founded in Beijing and moved to Hefei, Anhui Province during the Cultuarl Revolution. The newly established university advertised for new students in the *People's Daily*—a very rare practice at that time. Even now, Zhao remembers that the main content of the advertisement was to urge Chinese youth to apply to study cutting-edge technologies.

At that time, the Soviet Union had just sent its first manmade satellite into space, stirring up a craze for physics among young people. When

Zhao saw words like "cutting-edge technologies" in the ad, he got very excited.

So he chose nuclear physics—open only to the few excellent students—as his major in university, and thus was among the first batch of students at the University of Science and Technology of China. At that time, he did not know that when he graduated, he would be assigned to work on barren lands in remote areas. His teachers included such renowned Chinese scientists as Qian Sanqiang, Zhao Zhongrao and Zhang Wenyu, among others. Deeply impressed by their exacting teaching style and modesty, Zhao Qizheng studied hard at university.

With five years of study, Zhao learned general knowledge about physics. He was greatly interested in the subject and had a better understanding to physics. The tedious formulas, sophisticated nuclear nature, bulky accelerators and experimental facilities truly appealed to him.

Yet the fate of young people at that time was closely connected with state policy. As China's relations with the Soviet Union worsened, Zhao's dream of becoming a scholar also came to a halt.

In the mid-1950s, China devoted great efforts to developing its national defense, with the most distinguished project being the production of the atomic bomb, hydrogen bomb and an artificial satellite project. In the 1960s, China's relations with the Soviet Union deteriorated. The Soviet Union tore up old agreements and ended technical aid to China. The Soviet Union recalled their experts, and stopped providing China with technical documents, raw materials and experimental facilities, with China subsequently suffering greatly in cutting-edge technology construction. This meant that many young Chinese nuclear engineers had to work harder by themselves on the frontlines.

In 1963, 23-year-old Zhao came to work at the ministry of Nuclear Industry in Beijing and engaged in scientific research and design. Even now, he cannot forget what he saw when he went to northwestern China—the unfinished nuclear projects in the desert, with many nuclear facilities

buried in sand dunes. Seeing this, he vowed to do something for the country.

At that time, China had just recovered from three years of natural disasters. People across the country were tightening their belts and struggling for a living. It became even more difficult for scientists to conduct their research. They did not have many reference books written in Chinese, for most of the books were written in English, or other foreign languages. When Zhao studied in university, he learned German and a little English. So, he had to start from the very beginning. He consulted dictionaries, word after word. At that time, he had few chances to speak with foreigners, so he could only read English but was unable to speak. This might be considered the beginning of his getting in touch with the outside world. Although this "interaction" was done through the written word, it laid a foundation for him to communicate with foreigners in later years.

Through self-reliance, Chinese engineers were able to overcome all barriers they encountered at every step of nuclear industry construction, from calculations, project design and equipment manufacture, to experiments. Talking about this part of his experience, Zhao says it could be summarized as the last fight or driving someone in a fatal position and he came out alive. His experience proved that the Chinese people were able to master science and technology, and should depend on their own resources for scientific development.

In 1975, Zhao was transferred to work at the Shanghai Radio Equipment Manufacturers, under the Ministry of Space Industry. Previously, his work had focused on theory, but now he had to consider how a product could be made. At that time, China had just started to produce color television facilities. As soon as he arrived, Zhao undertook an important task—to develop a deflection-focusing coil for a camera tube, a key component of color TV cameras. Under Zhao's leadership and with his solid science background, he was able to create the deflection-focusing coil for a camera tube that met international

standards at a much lower cost. The product was later exported to other countries.

For his numerous inventions, Zhao was honored as a model worker by the Shanghai municipal government and the Ministry of Space Industry. After China's opening up, he became the youngest senior engineer in Shanghai and at the ministry. When he later worked at the State Council Information Office, he advocated the use of new technologies in foreign publicity campaigns. This was largely due to his engineering background.

Zhao Qizheng benefited much from his 21 years of experience as an engineer. As a scientist, he improved his ability to summarize and, more importantly, cultivate a practical approach to work. According to Zhao, scientific work basically consists of laws, mathematics and experiments—logical thinking or speech requires that the person who thinks or speaks make a distinction between reasoning and outcome, between facts and conclusions. Taking a practical approach is the prerequisite for all this. All these scientific methods have allowed Zhao to excel in a wide variety of fields.

A Normal Citizen of Pudong

In the 1980s, Zhao Qizheng was assigned several important posts in Shanghai. He once served as a member of the Standing Committee of the CPC Shanghai Committee, director of the Organization Department of the Shanghai Municipal Government, and vice-mayor of Shanghai. Zhao says, he never expected to have to leave his beloved scientific field one day and started to deal with people every day.

When he served as the vice-mayor of Shanghai, he was also in charge of developmental affairs in Pudong, as well as foreign and trade affairs in Shanghai. When foreign state leaders visited China, most of them would visit Shanghai; and when they came to Shanghai, they could not miss Pudong. For Zhao, reception work would normally take one or two days.



Zhao Qizheng accompanying US Secretary of State Warren Christopher and James Sasser, US Ambassador to China, to observe the rise of Pudong, from the west bank of the Huangpu River in Shanghai, November 21, 1996

In addition to foreign state leaders, he also met many foreign corporate leaders and investors. Once, he met 11 different groups of foreign delegations in one day. More and more foreigners got to know Pudong through Zhao's receptions and introductions. As Pudong is becoming widely known throughout the world, foreigners gave him the nickname "Pudong Zhao."

Zhao says he is lucky because he lived in an era of reform and witnessed changes on the frontlines. He took part in Pudong's construction. He once compared Pudong's construction to a symphony, with Deng Xiaoping as the composer, the Communist Party the conductor, and several million others including him the players.

Zhao had a unique view towards Pudong's construction. He once illustrated to foreigners that the strategic goal of Pudong's construction was to be on par with world financial centers. "The construction of Pudong doesn't merely include land and project development. Rather, it aims at social openness and achieving comprehensive progress in social development," he noted. In order to achieve this goal, "We should think from a global point of view in developing Pudong, and we should make good plans before we act." This relies on a scientific attitude and diligent work. With careful consideration, Zhao placed legal construction as a key basis for this goal. He introduced international standards to the high-tech industry. He made sure that economic development was at the same time environment-friendly. He did not waste money by investing in duplicate projects.

In 1992, when attending a preparatory meeting for the construction

of a new industrial zone, Zhao pointed out that, for the first time, the function of the new zone was more important than its outer appearance. Now, functional development is widely used in the construction of many other new industrial regions. Due to his rich experience in Pudong's development, Zhao Qizheng was honored as a guest professor at Nankai University. In seven years, he has trained eight doctoral students majoring in regional economics.



The famous Bund by the Huangpu River in Shanghai

In 1993, a president of a US aircraft company sat in Zhao's room in the Heping Hotel. He watched Pudong on the other side of the Huangpu River and asked Zhao: "How can I get to Pudong, by air or by bus?" The question made him realize that he should include more details in his introduction to Pudong to foreigners. Since then, he began to introduce Pudong in a more practical and lively way, in ways more acceptable to foreigners. He also included state policies in his introduction. In 1995, Robert Allen, president of AT&T, gave Zhao a gift of a world map published by New York City. On this map, Zhao saw there was a separate page for the map of Pudong. This showed that Pudong's promotional work had kept pace with

its tremendous construction speed. Even at the initial stage of Pudong's construction, former US Secretary of State Henry Kissinger, responding to European and US media opinion, commented that Pudong's opening up was not "merely a slogan, but an action."

While working in Shanghai, Zhao met many foreign state leaders, including Egyptian Finance Minister Boutros Boutros-Ghali, UN Secretary-General Kofi Annan, Soviet President Boris Yeltsin, French President Jacques Chirac, North Korean leader Kim Young-Sam and US Vice-President Al Gore. The most interesting meeting was with Palestinian leader Yasser Arafat.

The meeting occurred at midnight on December 22, 1991. Yasser Arafat intended to fly from Beijing to Almaty. However, a heavy snow fell on Beijing that day, so his plane had to land at Shanghai Hongqiao Airport. However, when he arrived in Shanghai, the city was covered in a thick fog, so his plane could not take off from Shanghai. The Shanghai Municipal Government sent a group of people to welcome Arafat at the airport. But they were told that Arafat did not want to change his schedule, but insisted on: "Leaving Shanghai immediately in the name of the revolution." At that time, Zhao Qizheng was in charge of foreign affairs in Shanghai. So he went to the airport to meet Arafat.

When they first met, Zhao greeted him by saying: "Comrade Arafat, the plane cannot take off now." He stressed the word "Comrade" and then continued: "Even the plane of our General Party Secretary cannot take off now, and he is our leader and our comrade." Perhaps Arafat was impressed by being addressed as "Comrade." He said no more but asked Zhao to chat with him. So they stayed together chatting from three in the morning until ten o'clock, before Arafat's plane was able to take off again.

During the seven-hour talk, Zhao briefed Arafat about China's revolutionary course, and the current opening-up reforms and development in Shanghai. Arafat listened with great interest. "Maybe one day, we will do the same as you have done in Shanghai now," he said.

When dawn broke, Zhao invited Arafat to breakfast at the Cypress

Hotel Shanghai near the airport. After breakfast, Arafat held his hand and the two took a walk along a small path in the hotel. Arafat invited Zhao to visit the Palestinian territories. They had already become close friends. The fog disappeared. Before his plane taking off, Arafat embraced Zhao warmly, and they wished each other success.

When Arafat returned home, he wrote a letter to Zhao, inviting him to visit the Palestinian territories. Later, when Zhao came to Beijing, the Palestinian embassy gave him the telephone number of Arafat. However, Zhao did not make a phone call after that, for as he said: "That seven-hour talk is still lingering in my mind." When Arafat died, Zhao paid his condolences to the leader at the Palestinian embassy. He left his words in the visitor's book: "I cherish the day President Arafat and I talked for seven hours." Meeting Arafat is one of the many exciting moments he had in his political career. Zhao's eloquence, cheer and humor were fully exhibited when he worked as the Minister of the State Council Information Office, Thao Qizheng in his memoirs brought his experience in Pudong and put it into use on the international stage.

Introducing China to the World

Since the end of the 1990s, Zhao Qizheng's name has been closely linked with China's public relations work. In January 1998, his position was changed from vice-mayor of Shanghai to Vice-minister of the State Council Information Office (SCIO); and three months later, he was promoted to SCIO Minister. He summarized the function of the SCIO in just one phrase: "To introduce China to the world."

Previously, the word "propaganda" was often used when we talked about publicity work in China. Zhao proposed it be replaced with another word "introduction." In his view, when Chinese media disseminate Chinese culture to the rest of the world, they should do so by introducing to foreigners China's current social development which includes not only the progress we have made but also the existing drawbacks. By presenting a real picture of China, we should let foreigners draw their own conclusions.

In order to present the real dynamic China to the rest of the world, Zhao worked actively to promote cultural exchange. Through Zhao's efforts, China successively organized the "Fortune Global Forum" three times, and he twice took charge of large international events. From 1999 to 2001, a series of international events were held in China, alongside "China Week" in France, "China Cultural Week" in the US, "China Cultural Festival" as a part of "Asia Week" in Berlin, and "China Week" in St. Petersburg, Russia. All these events were highlighted by world media and proved very successful.

In 1999, at the "China Cultural Week" in France, Zhao described



Zhao Qizheng delivering a lecture in San Francisco, US, September 13, 2000

China as "a happy lion." In 2000, when "China Cultural Week" was held in the US, he delivered a speech to the Washington Press Club. He ended his speech in a typical American style, with humor: "The Chinese people like to see the United States as a beautiful country, rather than a beautiful imperialist." His speech was warmly applauded. In 2003, at "China Week" in Russia, Zhao delivered a speech entitled, "Inaugurating a New Epoch Between China and Russia Through Closer Cultural Ties." After the speech, he