

# 世界各地

## One World

(I) 靳羽西

YUE-SAI KAN

**世 界 各 地**

**( I )**

**靳 羽 西**

**熊猫丛书**

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# **ONE WORLD**

## **(I)**

**Yue-Sai Kan**



**Panda Books**

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# CONTENTS

<i>Random Samplings of Chinese Press Reviews on ONE WORLD</i>	5
<i>Letters from Viewers</i>	8
Foreword	13
1 New York City	20
2 Paris; Thai Dancing	28
3 Egypt Overview	36
4 Greece	45
5 Singapore	53
6 Television in America	59
7 Thai Overview	66
8 Australia	72
9 American Small Farmers	78

10	France Overview	86
11	Italian Pleasures	91
12	Chinese Americans in New York	98
13	Olympic Games	106
14	Aspects of Egypt	112
15	Aspects of Thailand	119
16	Aspects of France	125
17	Japanese Festivals	131
18	Japanese Theatre	136
19	Malaysia Overview	143
20	Malaysia Longhouse	150
21	Muppets	158
22	Peranakan in Singapore	166
23	Hollywood	175
24	Thailand—The Miaos and Phuket	180

## **Random Samplings of Chinese Press Reviews on ONE WORLD**

Yue-Sai Kan stunned China. ONE WORLD instantly becomes a household word!

It's obvious Yue-Sai Kan has given much thought and insight on the choice of subject matter. She provides the Chinese audience a unique series of truthful, objective, entertaining and interesting shows.

**China Daily News in America**

With the broadcast of ONE WORLD, Yue-Sai Kan has entered into millions of Chinese homes. Her graceful and natural style, distinctive hair style and even her foreign accented Mandarin, have become everyone's favorite subject of discussion.

**Wen Hui News  
Shanghai, China**

Miss Yue-Sai Kan's elegant style and charming smile have enchanted her vast audience. All of a sudden she is the talk of the town. Everything about her is like a mystery which everyone is eager to find out.

**Echo Magazine  
Guangzhou, China**

Yue-Sai Kan's charismatic smile is not only most representative of the best of feminine charm of Asian women, but also presents the bright future of overseas Chinese who would play the role of bridgebuilding in the exchange of cultures.

Overseas News Daily  
International

ONE WORLD is a bridge that links Eastern and Western cultures.

Guangxi Daily  
Nanning, China

Though she is not an architect, she is building a cultural bridge across the Pacific Ocean; though she is not a weaver, she is busy weaving the ribbon of friendship between the Chinese people and people all over the world.

Guangzhou Evening News  
Guangzhou, China

Welcome TV Ambassador!

The universe might be small, but at heart the world is endless. Yue-Sai, we wish your dreams come true and continue to build bridge after bridge in the hearts of millions of Chinese!

Tianjin TV Guide  
Tianjin, China



Can we create a Yue-Sai Kan (in China)?

The word “zhu chi ren” means host and hostess in English. As a host, one should be like Yue-Sai Kan on her ONE WORLD show. She doesn't only conceptualize, but also presides over editing, interviews, filming and even translating!

As a hostess, she has a delicate and beautiful face. She carries herself with natural elegance, her style is consummate grace and she also dresses appropriately and fashionably!

Wen Hui Daily  
Shanghai, China

## Letters from Viewers

Each episode of ONE WORLD gives us a world of information, as if we were taking a class that taught us geography, history, current affairs, and friendship between different countries. It greatly broadened our minds! What a joy it is to be able to visit around the world while sitting comfortably on our *kang* (heated brick bed in Northern China), sipping tea and cracking sunflower seeds. Ms. Kan comes across as professional, truthful, warm and entertaining. She makes us feel as if we are there with her!

Wang Zhengyuan  
Xin'an County, Inner Mongolia

Through your program, I have come to an exciting conclusion: People all over the world are longing for peace and working hard towards this goal. I feel greatly enlightened by the show. For instance, in the Paris show, you talked about the "greening" of Paris. In order to save the existing 15 trees, they gave up their plan of building the Automobile Museum. This is a serious lesson for us. Right now we are installing gas pipes in Tianjin City, and often when we dig tunnels we destroy many trees. Most of us were indifferent about it. But after watching

this show, we realize our way of handling this matter was incorrect.

Sun Juming  
Tianjin Water Pipe Company

ONE WORLD program appears on the screen in its own new dramatic style. Watching it, we feel both “distant” and “close” to it. By distant, I mean we realize that the whole universe is so big and complicated. By close, I mean the talented hostess makes us feel so close to her. She is a Chinese! Ms. Kan, we congratulate you and thank you. We sincerely hope you will someday visit our hilly city, Chongqing. We will welcome you as if you were a close relative!

Mong Li  
Student from Chongqing, Sichuan

Since the premier airing I've become a devoted viewer of the ONE WORLD series. The topics of the shows are well-chosen, scenes well-shot, scripts well-written. After EACH episode, I am full of thoughts and imaginations. I've been able to see vividly depicted life-styles of people, experience enchanting sights and sounds, learn about magical, historic and cultural relics—all of which makes me realize how little we know about our world!

Zhang Jianjun  
Hengyang, Hunan

What a delightful and colorful show ONE WORLD is! Your talent to organize is astonishing! I am so happy and proud that such a personality comes from our hometown! Your captivating narrations leads us to that colorful world outside. Like a lantern, you brighten up the friendship between China and different places around the world. The world needs peace; it needs understanding between peoples —— it especially needs people like you who are willing to devote their time to working towards achieving world peace.

Jin Xiaoying  
Guilin, Guangxi

Ms. Kan's ONE WORLD program objectively presents the world to us. All the people you presented to us —— from Heads of State to ordinary citizens—are so real, with no ideological coloration. Though we have not been to those places, we believe what we see is real. Although I'm just an ordinary viewer, I want to express my sincere thanks and respect to Ms. Kan. Her love for China, her homeland, will never be forgotten by either China or her citizens!

Tan Yangxiu  
Henan Geological Survey Dept.

Congratulations on the success of ONE WORLD! We especially congratulate you on the enthusiastic response from our Sichuan Province viewers. Your programs have helped us a great deal in understanding America, Japan, Malaysia, Singapore.... They have broadened our minds. We are

fascinated by your foreign-accented Mandarin, the rich, refined literary flavour of your show, as well as the exquisite editing. We have enjoyed you immensely.

Lu Zhikui  
Wei Binglu, Sichuan TV Station

You are the best known foreigner in China. Your face, sweet and cordial smile, and your American/Cantonese accented Mandarin have enchanted millions of hearts here. Some people say you are a fairy princess in heaven who sprinkles the most beautiful flower petals onto the Chinese mainland!

Weiwei  
Nanning, Guangxi

Every time I watch ONE WORLD, I record the narration and copy it into my notebook, which has become a much treasured book for me. May I have your permission to send a copy to the editors of *Reader's Digest*?

Wang Jing  
High school student from Nanjing

From the other side of the ocean, you bring us colorful dreams of distant lands. Since you were born in China, we hear in you a familiar voice. We've gotten to know you through

television and recognize your loyalty to China. We love you!  
Please send me a photo!

Han Xiao  
High School Student  
Taiyuan, Shanxi

The English edition of ONE WORLD show is a must for me every week. But because my English is not very good, I can't understand every word. I want to know where I can buy the cassettes and textbooks of this program. Can you kindly give me a reply and satisfy a request of an 18-year-old English language fan?

Yang Wenhui  
Guangzhou, Guangdong

## FOREWORD

MY father has always said to me: “Be the first to walk on the moon because no one ever remembers the second”. As usual, my father is right. This is the first time anyone, in China or the West, has produced an original series like ONE WORLD, and it is in many ways an historic adventure. The challenge has been irresistible.

The last two years spent in preparing this year long series have been the most consuming and incredible of all my life. I can honestly say that every moment of my days and nights has been spent in deliberation: What subjects shall we tackle, how can we best accomplish our goals, where can I save money, where can I get money, what’s the most dramatic presentation? When I signed the contract with CCTV in December of 1984, I suspected I’d have no personal life for at least two years. What I couldn’t know was that my work life would take on such complicated and magnificent coloration.

There have been sacrifices and many ask if the risk, pain and suffering I endured to see this series born was worth it. The answer must be a resounding YES! I knew if we were successful, I’d have done something extraordinary for my homeland. More than any personal deprivation, the chance to make a contribution to China’s drive for modernization was what counted. It’s rare that one producer’s vision can make a global difference. Our show, I am now convinced, makes that difference.

Many of you have written to ask for the complete ONE WORLD scripts in English and Chinese. Many journalists have requested behind-the-scene stories of our filming. With CHINESE LITERATURE PRESS, I have decided to record our responses in book form. My wish is that you'll find it informative, entertaining and an insight into the joys and frustrations of television journalism.

*NOW, let me share a few thoughts about ONE WORLD:*

### *Our Content*

Since our series was unique, we had no mentors for advice. Solutions had to be groped for. Every decision was an experiment. We were treading untested ground in *every* area. CCTV gives us total freedom in subject choice — that's the good news. The bad news is that along with our gratitude come problems about working with no guidelines. Understand this: You are a unique audience — superb, responsive but untested by Western media. It would be so easy to make mistakes. I must try to judge your needs and interests, your experiences, your dislikes in order to come up with programs that will delight. At the same time, I can't just give you my notions of the way the world, our world, ONE WORLD should be: I have to give a journalist's balanced and objective viewpoint and allow you to make up your own minds. I feel that I know China well, yet I remember that I'm still a foreigner. Behind every program was the often unspoken fear that — “Maybe this one is a mistake”. I couldn't afford to make mistakes that would cause the cancellation of our series.

Every day someone says to me: “What a splendid life of travel you lead. I envy it”.

Don't. The traveling part is not so splendid, after all,



except perhaps in the memories. Traveling to film stories is not like taking a vacation. Jet lag, delays, sleeping in airports are not calculated to make one grin with pleasure. Just think: we visited 15 countries in one and half years and each day had to deal with the logistics of moving eight people from country to country, dealing with plane reservations, visa permits, drafty hotel rooms, unfamiliar food, overweight luggage, cranky customs inspectors, non-working telephones — you name it, we experienced it. The mechanics of the filming is a nightmare even for the best of production coordinators! On top of all this, we had the mammoth task of conceptualizing, researching, planning, filming, writing and finally editing our scripts. And then, there was time — and there was never enough of that; we had to produce two versions (one Mandarin and one English) weekly, a Herculean feat. And then, there was the hardest — the budget: Try doing all this with the most limited of funds.

### *OUR BUDGET*

Sponsors are the name of the game. Since CCTV doesn't fund our work, we must raise all monies ourselves. First, at great personal cost, I hired three people to sell advertising: result — not a penny's worth of advertising. The only way to do it was to do it myself. I traveled thousands of miles in the United States, England, Hong Kong and Japan to call on numerous potential sponsors.

Soon after the signing of our contract, Maxwell House Coffee came aboard. Irwin Shane, then Director of International General Foods, saw the significance of our series in China and timed our launch with his popular Maxwell House Coffee. Proctor and Gamble, a mammoth American company that produces 6 out of 10 of the most popular consumer products in America, was next. Vice Chairman and