

China

THROUGH THE EYES
OF AN AMERICAN
UNIVERSITY PRESIDENT

中國
眼中的
一位美国校长

Sidney A.
McPhee (U.S.)

西德尼·A·麦克菲(美)著

Translator: Zhang Xiaoge

张晓舸译

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湖南美术出版社
Hunan Fine Arts Publishing House



THE UNIVERSITY OF CHICAGO PRESS
50 EAST LAKE STREET, CHICAGO, ILL. 60607
TEL: (773) 835-3211 FAX: (773) 835-5012



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图书在版编目 (CIP) 数据

一位美国校长眼中的中国 / (美) 麦克菲著 ; 张晓舸译. —长沙 : 湖南美术出版社, 2012.5
ISBN 978-7-5356-5402-1

I. ①一… II. ①麦… ②张… III. ①中国 - 概况 - 摄影集 IV. ①K92-64

中国版本图书馆CIP数据核字(2012)第092963号

一位美国校长 眼中的中国

China Through The Eyes of
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Publisher: Li Xiaoshan

Supervisor: Zhang Xiao, Yan Hua

Planner: Zheng Guanping

Author: Sidney A. McPhee(U.S.A)

Translator: Zhang Xiaoge

Editor in charge: Liu Yingzheng, Liu Haizhen, Zheng Liang

Cover Designer: Dai Yu

Publishing and distribution house: Hunan Fine Arts Publishing House (No 622, Section 1, Eastern Beltway 2, Changsha, Hunan, China)

Distributor: Hunan Xinhua Bookstore Co., Ltd.

Plate-making: JARL.V CULTURE

Printing House: Everbest Printing(Guangzhou)Co Ltd (334 Huanshi Road South, Nansha, Guangdong, China)

Size: 889 × 1194 1/16

Sheets: 9

Version: June 2012, first edition; June 2012, first printing

ISBN: ISBN 978-7-5356-5402-1

Price: CNY ¥78.00 / USD \$29.95

出版人: 李小山

监制: 张晓颜 华

策划: 郑冠平

著者: 西德尼·A·麦克菲

翻译: 张晓舸

责任编辑: 刘迎蒸 刘海珍 郑良

装帧设计: 戴宇

责任校对: 彭慧

出版发行: 湖南美术出版社

(长沙市东二环一段622号)

经销: 湖南省新华书店

制版:  嘉伟文化

印刷: 恒美印务(广州)有限公司

(广州市南沙开发区环市大道南334号)

开本: 889 × 1194 1/16

印张: 9

版次: 2012年6月第1版

2012年6月第1次印刷

书号: ISBN 978-7-5356-5402-1

定价: ¥78.00元 / \$29.95美元

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联系电话: 0731-84362767

China

Acknowledgements 致谢



Few worthwhile endeavors are ever truly accomplished alone. This book is no exception. I owe a great deal of thanks to a number of friends and colleagues, both in the United States and China, who played an important role in helping to make this publication of my photographic work a reality.

Special thanks to:

Dr. Guanping Zheng, Professor and Director of the Confucius Institute, Middle Tennessee State University, Murfreesboro, Tennessee (USA), for his advice, support and cultural insight throughout the development of this book.

Dr. Dong Renjie, Professor and Director of International Office, China Agricultural University, Beijing, China, for introducing me to China by arranging and coordinating many of my opportunities to photograph various cities and locations, and for being a very good personal friend.

Officials at Hanban (Confucius Institute Headquarters), Beijing, China, for their generosity in sponsoring this book. I wish to especially acknowledge Dr. Xu Lin, Director-General of Hanban, General Director of the Confucius Institute Headquarters; Wang Yongli, Deputy Director General, Confucius Institute Headquarters; and Shen Tian, Coordinator, Confucius Institute Affairs, Confucius Institute Headquarters, for their support of this creative effort.

Dr. Chen Zhangliang, Vice Governor of Guangxi Zhuang Autonomous Region, and former President of China Agricultural University, for his great kindness, support and for being my good “Chinese brother” .

Dr. Yang Huixing, Secretary General, Guangxi Association of Overseas and Returned Scholars, Nanning, China, for her support.

Thanks China South Publishing & Media Group and Hunan Fine Arts Publishing House for the publication of this book.

I would also like to thank the following senior Chinese university officials and leaders for their friendship and support in coordinating opportunities for me to see the best of China: Cui Pengfei, Chairman of University Council and Director of University Administration Committee, Hangzhou Normal University, Hangzhou, China; Dr. Ye Gaoxiang, President and Vice Chancellor, Hangzhou Normal University, Hangzhou, China; Professor Qu Zhenyuan, Chairman, University Council, China Agricultural University, Beijing, China; Dr. Ke Bingsheng, President, China Agricultural University, Beijing, China; Dr. Lin Zhengfan, former President, Hangzhou Normal University, Hangzhou, China; Dr. Wang Limin, former President, Northwest Normal University, Lanzhou, China; and Sun Xuewu, former President, Northwest Agriculture and Forestry University, Shanxi, China.

Additional thanks should be extended to several other individuals from various universities, who assisted me during my many visits to China over the years:

Hangzhou Normal University (Hangzhou, China): Mrs. Zhou Lan, Ms Zhushu

Xia, office of International Cooperative and Exchange; Mr. Hu Genqing, Former Director of the International Office of HNU.

China Agricultural University (Beijing, China): Zhang Wenli, Vice President; Mr. Liu Ran, Office of International Relations; Yin Tang, Deputy Chief of Division for Cooperation & Exchange Programs; Ms. Tang Ying, Chief, International Cooperation in American and Oceanic Region Office of International Relations; Wang Dapeng, Driver; Liu Xiao, former student of CAU and current student of MTSU; and Liu Tong, former student of CAU and current student of University of Maryland.

Hunan Normal University (Changsha, Hunan, China): Dr. Jiang Hongxin, Vice President; Tang Jianwen, Director, Office of International Exchange and Cooperation; and Tang Cunzhong, Deputy Director, Office of International Exchange and Cooperation.

Northwest Normal University (Lanzhou, China): Professor Quan Xiaohui, Director of the Office of International Cooperation and Exchange Division; Mr. Yang Guoke, Executive Assistant, Office of International Cooperation and Exchange Division; and Mr. Hu Wencheng, Executive Assistant, Office of International Cooperation and Exchange.

Northwest Agriculture and Forestry University (Shanxi, China): Luo Jun, Director of the Office of International Relations.

Central South University of Forestry and Technology (Changsha, Hunan, China): Dr. Yuan Guangming, Vice Director, International Office and Wang Jianxia, Director, Office of Alumni Relations, Central South University of Forestry and Technology.

Additionally, I owe considerable thanks to Dr. Tonjanita Johnson for her hard work in the development of the narrative components of this book. I was extremely fortunate to have Dr. Johnson with her vast professional, creative and technical expertise working with me to make this book a reality.

I also want to thank Kimberly Edgar, my long-time and trusted Executive Assistant, for her professional loyalty and assistance with this project and so many others over the years.

I would also like to express my love and appreciation to my wife, Liz, and my children, Sidney Anthony and Seneca. Through my travels and their own personal experiences, they, too, have come to love and appreciate the Chinese people and culture.

Finally, I want to extend a few sincere words of gratitude to the people of China and to those whose photographs appear within this book. Thank you for being outstanding ambassadors for your great country and for giving me the honor and privilege of showcasing your beauty and warmth for the entire world to see.

人终其一生几乎没有一件事能单凭一己之力达成，本书也不例外。在此，我首先要感谢众多朋友和诸位同事，无论他们身在美国还是中国。没有他们的鼎力相助，我的摄影作品难以结集出版。

我要特别感谢：

郑冠平博士，现任美国田纳西州默弗里斯伯勒中田纳西州州立大学孔子学院主任及教授。感谢他在本书撰写过程中提出的宝贵意见，给予的不懈支持和独到深邃的文化见解。

董仁杰博士，现任中国北京中国农业大学国际合作与交流处处长及教授。感谢他精心安排行程、协调各方关系，使我有机会拍摄中国多个城市及文化景点。他与我私交甚密，能拥有这样一位挚友我倍感荣幸。

中国北京国家汉办（孔子学院总部）各级官员，感谢他们对本书的大力赞助。借此机会，我想特别感谢国家汉办主任、孔子学院总部总干事许琳博士，国家汉办副主任、孔子学院总部副总干事王永利先生以及孔子学院总部孔子学院事务协调员申田。因为他们的支持，才有了这极富创造性的工作结晶。

陈章良博士，曾任中国广西中国农业大学校长，现任广西壮族自治区副主席。陈博士为人和善，积极支持我的工作，是我在中国的“好哥们”。

杨慧星博士，现任中国南宁广西欧美同学会秘书长，感谢她的大力支持。

感谢中南出版传媒集团和湖南美术出版社出版此书。

我还要感谢以下大学的中方领导，他们的友谊和多方协调使我有幸欣赏到中国最美的一面。他们是：中国杭州师范大学校党委书记崔鹏飞、校长和副书记叶高翔博士、前任校长林正范先生，中国北京中国农业大学党委书记瞿振元教授、校长柯炳生博士，中国兰州西北师范大学前校长王利民博士以及中国陕西咸阳西北农林科技大学前校长孙学武先生。

此外，我还要感谢这些年来在我多次访问中国期间给予我协助与支持的各位同仁，他们是：

中国杭州师范大学国际合作与交流处前工作人员柯丽亚、吴晓伟、陈辰、周兰女士、夏祝淑女士以及前任处长徐根清先生。

中国北京中国农业大学校长助理张文丽，国际关系科刘冉先生，交流合作计划科印塘先生，美洲及大洋洲国际合作与关系科科长唐莹女士，司机王大鹏，前中国农业大学、现中田纳西州立大学学生刘宵，前中国农业大学、现马里兰州州立大学学生刘彤。

中国湖南长沙湖南师范大学副校长蒋洪新，国际交流合作处处长唐建文以及国际交流合作处副处长唐存忠。

中国兰州西北师范大学国际合作交流处处长权晓辉教授，国际合作交流处行政助理杨国科先生以及国际合作交流处行政助理胡文成先生。

中国陕西咸阳西北农林科技大学国际交流与合作处处长罗军。

中国湖南长沙中南林业科技大学国际合作与交流处副处长袁光明博士以及校友关系办公室主任王建峡。

此外，我还要感谢托詹妮塔·L·约翰逊博士对本书文稿所做的辛勤工作。

我还要感谢金柏利·埃德加女士，谢谢她对这个项目的大力支持。非常幸运，能与这些业务娴熟并极富创新意识的技术专家一道工作，有了他们的支持本书才能最终付梓。

我还要感谢我的妻子莉丝及我可爱的孩子西德尼·安东尼和塞内卡。正是他们对我的爱以及对我工作的理解与支持使我的工作得以顺利进行。通过我旅行的所见所闻以及他们自己的亲身体验，他们已经喜爱并懂得欣赏中国人民和中国文化的美。

最后，我想向中国人民以及那些出现在本书照片中的人表示衷心的感谢。谢谢你们充当贵国杰出的文化大使，使我有机会向全世界展示你们的迷人风采与热情好客。

SMALL LENS, BIG VISION

小镜头中的大视野

I became acquainted with Dr. Sidney A. McPhee, president of Middle Tennessee State University (MTSU), when the university was applying for the establishment of a Confucius Institute. Though we only met on a few occasions, we soon became dear friends. I was deeply impressed by his humorous wisdom, his strategic foresight, his international vision, and also his polite, scholarly manners.

As a renowned expert on higher education, Dr. McPhee has taken leadership positions at many prestigious universities in the United States. Since he took the position as the tenth president of MTSU in 2001, he has led the university to continuous and substantial progress. In 2011, MTSU was elevated to Comprehensive/Doctoral status by the Carnegie Corp., one of the nation's oldest, and most influential foundations.

Dr. McPhee has long advocated for China-US People-to-People Exchange in culture and education, which have yielded great results. Under his advocacy, MTSU established cooperative partnerships with many Chinese universities, including China Agricultural University, Northwest Normal University in Lanzhou, Hangzhou Normal University and Hunan Normal University among others. He has personally overseen the establishment and development of the Confucius Institute in MTSU which, with efforts from both sides, has grown to be a center of Chinese language teaching and bilateral cultural exchanges for the state of Tennessee.

Dr. McPhee has deep feelings for China, and has visited China many times. He has been to many places in China, from famous mountains to beautiful

我是在中田纳西州州立大学孔子学院申办过程中，与西德尼·A·麦克菲校长（Sidney A. McPhee）结识的。虽然仅有几次接触，但我们很快就成了好朋友。他睿智幽默，富有战略远见和国际化理念，彬彬有礼，风采既儒雅又昂扬。

麦克菲先生是一位著名的高等教育专家，曾在美国多所著名大学担任管理职务。2001年出任中田纳西州州立大学校长以来，带领这所大学不断进取，取得了长足进步，2011年被卡纳基基金会认定为“综合性/授予博士学位大学”。

麦克菲先生积极倡导中美人文交流，在中美教育文化交流方面倾注了大量心血，作出了很大贡献。在他的积极推动下，中田纳西州州立大学与中国农业大学、兰州西北师范大学、杭州师范大学、湖南师范大学等数所中国大学建立了合作关系。他亲自领导了中田纳西州州立大学孔子学院的建设和发展，在中美双方的共同努力下，孔子学院的汉语教学和文化交流活动开展得有声有色，已经成为田纳西州的汉语教学和中美文化交流中心。

麦克菲先生对中国怀有深厚的感情，曾经多次来中国访问，游历名山大川和城市乡村，足迹遍布中国大江南北。他认为中国是一个辽阔美丽、充满迷人魅力的国度，亲自拍摄了大量摄影作品。《一位美国大学校长眼中的中国》精选了两百张他亲手拍摄的照片。光影交错中，既有对中国自然风光和传统文化的捕捉，也有对普通中国人喜怒哀乐的真实写照，他用镜头语言解读着中国自然文化多样性和博大精深的文化传统，以独特的视角热情赞美了一个正在崛起、大踏步融入世界的东方国家的风采。每幅或

rivers, and from urban cities to rural areas. He regards China as a beautiful and enchanting country with abundant resources. He has personally captured the many aspects of Chinese charm through his extensive photographic works. This photo album: China through the eyes of an American university president collects 200 photos shot by Dr. McPhee himself. Through a play of light and shadow, Dr. McPhee has not only captured natural sceneries and traditional Chinese culture, but also vividly depicted the everyday life of Chinese people. Through his lens, Dr. McPhee is interpreting the diversity of Chinese nature, and the richness of traditional culture. From a unique perspective, China's rise and integration into the world arena is been vividly depicted and acclaimed. Each single or category of photo is complemented with a brief introduction or comments from the photographer, along with famous quotes from the great Chinese thinker Confucius. Using the photos and the stories behind; Dr. McPhee introduces the real China to his American and world audience, and shares with them his joy and happiness.

It was with a strong sense of curiosity that I started to look through the photo album of Dr. McPhee. I was deeply conquered by his unique personality, and moved by his deep passion for China. I would love to recommend this album to readers all over the world. I assure that you will embark on a unique journey into traditional and modern China, and personally experience its passion, its vigor and its many charms.

Xu Lin
Director General of HANBAN
Chief Executive of Confucius Institute Headquarters

同类照片均配简短文字介绍及摄影者感言，并配以相关的孔子箴言。麦克菲先生希望通过这些照片及照片背后的故事，与中外读者分享他的快乐和喜悦，告诉美国以及世界人民中国的真实模样。

我抱着浓厚的兴趣拜读了麦克菲先生的这部摄影集，深为麦克菲先生独特的个人魅力所折服，也深为他对中国发自内心的深情厚意而感动。所以，我非常愿意向中外读者推荐这本摄影集，我想读者一定能够从中感受到中国传统与现代交融、活力与激情并发的多彩魅力。

许琳
国家汉办主任
孔子学院总部总干事

The journey of a thousand miles begins with
a single step!
— Laozi

千里之行，始于足下。

——老子

自序

PHOTOGRAPHER'S
INTRODUCTION

China:

THROUGH THE EYES OF AN AMERICAN UNIVERSITY PRESIDENT

魅力中国

一位美国大学校长眼中的中国

Sheer enjoyment and the opportunity to be proud of one's work are often the highest intended consequences for individuals who invest their time and resources in hobbies and other projects of leisure. Having others acknowledge the splendor or greatness of what results from one's extracurricular passion is a rare joy for most amateurs and is generally received with much surprise when such a rarity occurs. Such is the case with my photography and the recent interest that so many people around the world have expressed about the images of China that I have taken as a recreational photographer.

Having spent more than three decades in the fast-paced, ever-changing field of higher education, photography has been a true source of enjoyment and escape for me for many years. I feel extremely fortunate to live at time when the opportunities to experience life in other cultures and to capture the essence of those experiences through photography are more widely available than ever before. Unlike most true amateur photographers, I have had the good fortune of being able to go beyond simply snapping nice photos of interesting places. I have been able to develop unusually deep connections with the places and subjects of my work, which has resulted in a surprising appreciation of my artistic efforts by others.

While I am both flattered and humbled by the support that I have received in the publication of this work, I must admit that a book was never the goal of my efforts. The photographs included in this book reflect only a small glimpse into a very exciting journey that started out of my simple intrigue of a very complex nation. Yet, I am excited about this opportunity to share my work with a larger audience and remain fully convinced that it presents a vital and worthwhile message of beauty, diversity, growth and

有闲情雅趣并乐此不疲，为它倾注再多的时间与精力也无怨无悔，以至终有所成。回望自己的劳动成果，谁又能不欣欣然而为之洋洋自得呢？但是，对于大多数如我一样的业余爱好者来说，纵有满腔热情，若要他人夸赞其作品魅力无穷、大气宏伟也实非易事。一旦真有这样的奇迹发生，其惊喜之情真是难于言表。我的摄影爱好正是如此。近年来，世界各地掀起一股中国印象热，我亦不能免俗，也将镜头对准了中国这个古老的国度。

在飞速发展、日新月异的高等教育领域，我已辛勤耕耘三十余载，摄影成为我消遣娱乐的主要方式和真正的快乐之源。有幸生活在文化交流与科学技术日益发展的今天，使我不仅有机会体验异国他乡的风土人情，更能借助摄影技术捕捉异域文化的精髓。每到一处风景名胜，多数业余摄影爱好者都是走马观花，拍几张照片就匆匆离开。我得工作之便，于每一处风景名胜均能驻足观赏、细细品味其间的奥妙，在摄影作品与拍摄地之间建立起一种非比寻常的联系，这也正是我的摄影作品受人称道的原因。

得知此书即将出版，我甚是欣喜，又甚感惶恐。必须承认，出书从来不是我工作的最终目的。本书包含的摄影作品不过是那些激动人心的旅程的冰山一角，借以撩开中国这个神秘国度的面纱。当然，有机会与广大的读者朋友分享我的工作成果确实是一件非常愉悦的事。我相信，本书会向那些用心领会书中美景的读者传递一条重要而有价值的信息，那就是中国的美丽、多姿、成长与蜕变。有一点要提醒大家注意，虽然本书展现的是中国最美好的一面，但这并不意味着我对它的缺点、政治议题及社会问题视而不见，只是对此我选择的是让其他作者来说。

transformation for those who take the time to explore its content. I think that it is important to note that while this work presents the best of what China has become, I am in no way oblivious to the fact that, like other countries, it has its share of warts, political issues and social concerns. However, I have chosen to leave those things to someone else's book.

The photographic work featured within these pages reflects over 10 years of travel to more than 60 cities and towns throughout China. The photos speak to the ever-increasing interest and curiosity of individuals from America and around the world to know more about China as an emerging world power and to get a glimpse into what the country is really like from the perspective of an American university president, who has and continues to build professional and personal relationships with institutions and individuals across China and actively promotes increased cultural understanding of this intriguing country.

Like other organizational leaders, university presidents often have the responsibility of seeing things from a view of "30,000 feet". From this perspective, we are able to observe the beauty of how people and processes work together and develop impressions about the world that help shape our thoughts and our approach to leadership. The challenge that we often face when viewing the world from such a high vantage point is how to capture and communicate those impressions in a manner which celebrates, motivates and activates those who are on the ground. The purpose of this book is to do just that—to utilize pictures to celebrate China's history and all that it has become; to motivate readers to want to know more about China, its culture and its people; and to spur individuals to action as it relates to visiting China so that they may develop their own impressions about this dynamic world power that is having an ever-increasing impact on everything from the world economy to its educational and social culture.

Without a doubt, China is a very interesting country, primarily because of its diversity... There really is no one China. The differences in people and the topography make it a very unique place. On top of that, it is a land marked by tremendous history and culture. As I noted previously, this book is symbolic of my own personal journey, one that has taken me down unforgettable pathways of new perspectives, greater knowledge and understanding, and, most importantly, unimaginable experiences and friendships. It is my hope that by the time you have turned the final page, you will have gained a sense that I have formed a bond with the people and places that I have photographed and that you are inspired to form your own bonds and bring closer those people, cultures and places that may now seem foreign to you.

—Sidney A. McPhee

本书摄影作品是我近十年来游历中国的劳动结晶，足迹遍及中国六十多个城镇。这些照片反映了美国及世界各地的读者对正在迅速崛起的新兴力量——中国——那份持续升温的兴趣与好奇。这些照片也折射出一位美国大学校长眼里的中国，他一直并将继续致力于与中国各地的机构和个人建立业务和人际交往，积极促进对这个迷人国度的文化理解。

与其他组织领导人一样，大学校长常常要站在“三万英尺”的高度看待问题。从这一高度，可以洞察人与自然进程中共同作用之美，有助于形成对世界的整体印象，也有助于塑造自己的思维与领导方式。作为领导者，从如此高的视角俯看世界，需要面对的挑战是：如何捕捉稍纵即逝的印象，以何种方式传达这些印象，以使处于地面的人参与其中，并为这些印象欢欣鼓舞。本书的目的是要通过照片颂扬中国悠久的历史与往昔的辉煌，激励读者更深入地了解中国、中国的文化与中国的人民，鼓励人们收拾行囊到中国一游，亲身体验这个活力四射的世界大国，亲身体会这个对世界经济、教育与社会文化等方方面面都影响深远的优美国度。

中国是一个魅力四射的国度，这一点毋庸置疑，这主要源于它民族与地形的多样性。尽管我们常说“一个中国”，但“一个”这个词显然不足以描绘这个民风各异、地形多样的多民族国家。正是这种多样性使得中国独具魅力。更为重要的是，这片魅力独具的土地有着悠久的历史与文化。上文提到，本书是我个人旅行的写照，这段旅程开启了我人生新的征程，激励我用全新的视角看待问题、增长见识、加深理解，得到意想不到的收获和难以忘怀的友谊。我希望各位读者朋友看完本书时能意识到我与我拍摄的人物、地点之间已建立起的那种强有力的纽带，希望这种纽带能激发你启程，与这些可爱的人与美丽的地方建立起属于你自己的纽带。我也希望通过这些图片拉近读者朋友与中国的距离，使那些对你来说原本比较陌生的人物、文化与地方不再陌生。

——西德尼·A·麦克菲



作者简介 BIO OF PHOTOGRAPHER

Dr. Sidney A. McPhee is the tenth president of Middle Tennessee State University (MTSU), which is located in Murfreesboro, Tennessee, in the southern United States. A native of Nassau, Bahamas, and an amateur photographer for more than 25 years, he has enjoyed an extensive career in higher education and numerous awards and accolades, including the title of Honorary Professor at China Agricultural University in Beijing (2007). He earned a Bachelor of Arts degree from Prairie View A&M University (Texas); a master's degree from the University of Miami, Coral Gables (Florida); and a doctorate in applied behavioral studies in education from Oklahoma State University (Oklahoma). He is a senior advisor to HANBAN Confucius Institute headquarters. During the past 11 years, Dr. McPhee has visited more than 65 cities within China. He enjoys sharing his photos with others, particularly with the school children that he mentors in Tennessee. He and his wife, Elizabeth, have two adult children, Sidney-Anthony and Seneca.

西德尼·A·麦克菲博士是位于美国南部田纳西州默弗里斯伯勒的中田纳西州州立大学(MTSU)的第十任校长，出生于巴哈马拿骚，从事业余摄影已逾25年，长期从事高等教育研究，获奖无数，2007年还被北京中国农业大学授予“名誉教授”头衔。他先后获得德克萨斯州普雷里维农业机械大学文学学士学位，佛罗里达州科勒尔盖布尔斯的迈阿密大学硕士学位以及俄克拉荷马州州立大学教育应用行为研究博士学位，现任国家汉办孔子学院总部的高级顾问。过去的11年间，麦克菲博士访问过中国65座城市。他乐于与人——特别是他指导的田纳西州的学生们——分享自己的摄影作品。麦克菲与妻子伊丽莎白育有两名小孩——西德尼·安东尼和塞内卡，现在都已长大成人。



A person's face says far more than their mouth...A person's face reflects who he is, what he is feeling, and his aspirations in life.

——German Philosopher

一个人的相貌比他的言辞更能揭示一个人的内心世界。人的相貌不仅仅揭示他的身份与内心感受，更能反映他对生活的热望。

——德国哲学家

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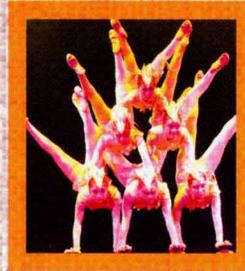
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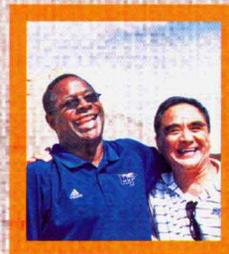
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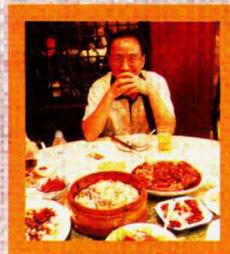
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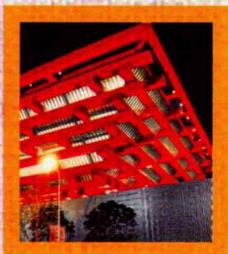
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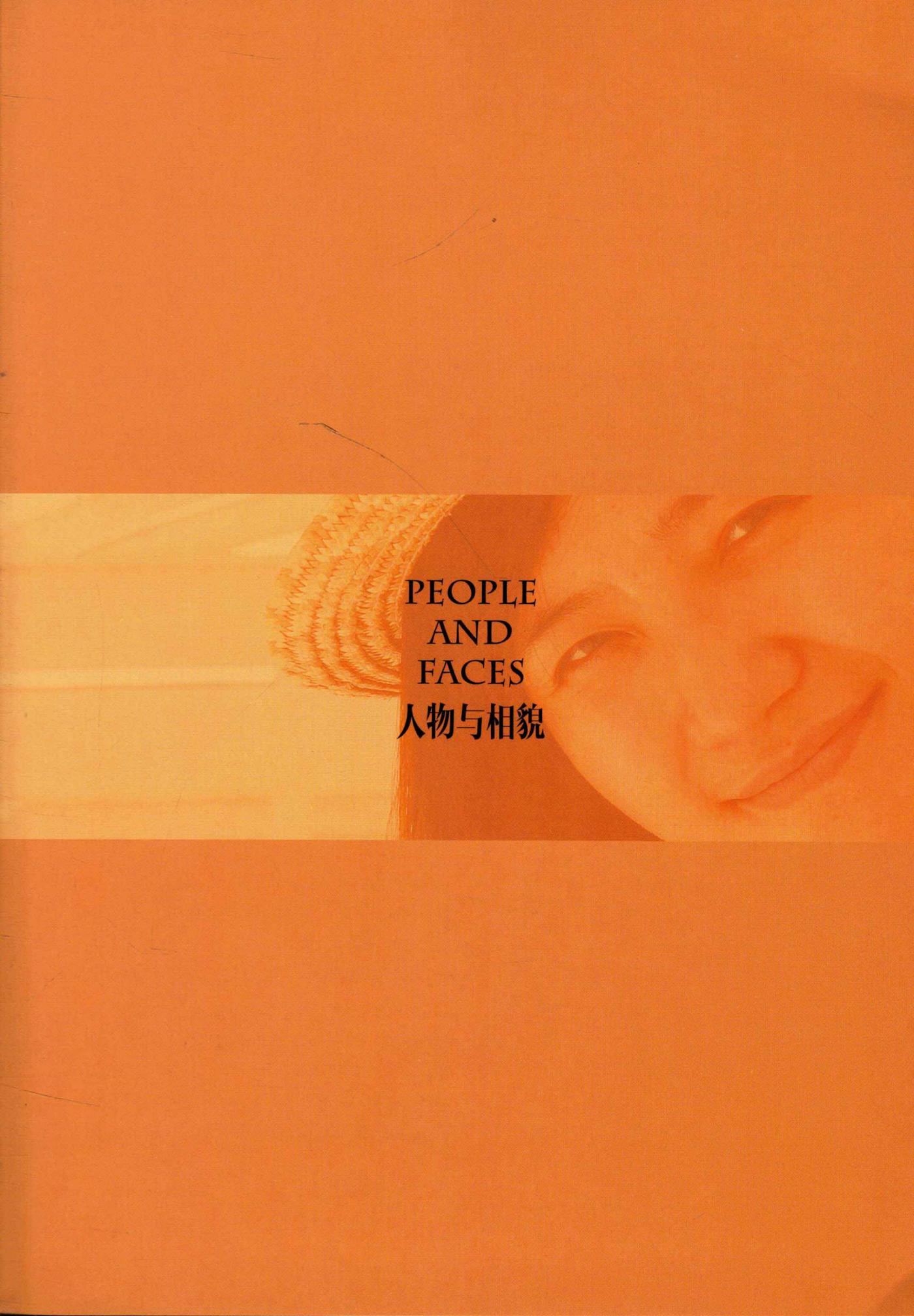


CHINA ON THE WORLD STAGE:
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PEOPLE
AND
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Traditionally, China has been perceived in the West through a vast series of stereotypes, including those which suggest that it is unified by a common race and that all Chinese people look alike. With a population of more than 1.3 billion people, which is made up of individuals from many cultures and over 56 minor ethnic groups, China boasts many variations in its people. According to Sinha and Chak (2010), although the majority of the Chinese population is indeed Han Chinese, significant proportions of the population are of different ethnic stock, but most visitors fail to see the great sense of diversity in this huge country because they do not venture beyond the major tourist cities like Beijing and Shanghai.

Demonstrating the diversity of the Chinese people has been a major theme of my photographic efforts over the past decade, and the photographs that I have taken that focus on the faces of Chinese people are among my favorites. American poet Ralph Waldo Emerson is quoted as saying, "Man finds room in the few square inches of the face for the traits of all his ancestors; for the expression of all his history, and his wants." And, I have truly found that the faces of those around us tell the greatest story of their past, present and future. While this book features a variety of different categories of photographs, the faces, actions and expressions of the Chinese people tell the true story of what China is all about and serve as a window into the everyday lives of those who call this magnificent country home.

Photographer's Impressions:

By far, people were my absolute favorite photo subjects in my travels throughout China. It never ceases to amaze me the warmth, kindness and willingness of the majority of Chinese people who gave me permission to take their photograph. Throughout the years, I also observed the practice or custom of Chinese people, from all ages, genders, and regions of the country, flashing the "peace" sign or holding up two fingers like a "V" when a photo is take of them. The photos presented here show the beauty that represents a nation of many faces but one people.

过去，西方社会对中国一直有种刻板印象，认为它是由单一民族构成的。中国人长得都一个样，好像出自同一个模子。事实上，中国人口众多，拥有13多亿人口，由56个民族组成，各民族风俗迥异。辛哈(Sinha)和查克(Chak) (2010)认为，尽管汉族占中国总人口的绝大多数，但是少数民族在中国人口中也占据重要地位。不无遗憾的是，大多数外国游客经常忽视这个泱泱大国的多样性，那是因为他们常驻足于北京、上海这些大城市。

展现中国人民的多样性是我过去十年摄影工作的重要主题，人物摄影更是我的最爱。美国诗人拉尔夫·华尔多·爱默生说：“人们在面孔这方寸之地上寻找先辈的痕迹，寻找有关他的历史与希冀的一切信息。”我发现，在我们周围，容貌确实确实向我们诉说着一个人的过去、现在和未来。本书将照片分成中国人的相貌、动作与表情三大类，真实地讲述中国的故事，记录下那些把这块神奇土地称之为“家”的中国人日常生活的点点滴滴。

感言：

到目前为止，人像摄影绝对是我游历中国期间摄影的最爱，因为它不断带给我惊喜。当我提出摄影请求时，大多数中国人都非常热情、友好且非常配合。纵观这些年的摄影作品，我发现，中国人，不论男女老幼，不论是来自乡村还是城市，摄影时都会面带微笑，其唇形类似英文单词“Peace（和平）”的发音，或伸出两根手指比画出“V”的样子。这些图片展现的是一个国家多张面孔之美，他们都来自同一个民族——中华民族。