

# Why do we make the English version of The Wonderful World of Chinese Characters



"The Wonderful World of Chinese Characters" is presented in animation, showing how Chinese characters have evolved from bone script, bronze script, Xiaozhuan script, official script to the current regular script; at the same time, it allows children to appreciate the connotation of Chinese culture from the meaning of "characters" and "cultural stories", so that children can truly learn how to get along with themselves, others, and the environment, and become a balanced and peaceful person.

The Chinese character animation currently has 5 series in the Chinese version. The English version, completely based on the original, was dubbed in English with Chinese and English subtitles. Therefore, the content of the Chinese and English versions is the same, with the idea to convey the connotation of Chinese characters and traditional Chinese culture.

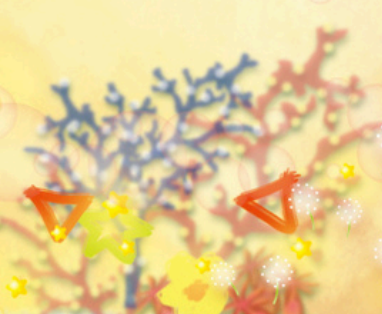
Therefore, it is nothing like a textbook for daily conversations on the market, but a very good Chinese culture/morality learning material. It can improve children's interest and motivation in learning Chinese without being trapped in boredom and difficulty as the usual way of learning it. For whoever wants to learn Chinese, it is suitable for all ages.

A few years back, "Time" magazine conducted a panel discussion in response to the global "Chinese character craze". It was found that most people learn Chinese to do business with the mainland Chinese market.

Although "The Wonderful World of Chinese Characters" is in the form of "teaching Chinese", this animation's actual aim is to communicate and propagate Chinese culture. We believe that aside from children in Taiwan, the international community should also have the opportunity to understand and appreciate the depth and beauty of Chinese culture, not just learning Chinese for doing business, which is the purpose of the animation and our sincere wish.

悠游实在

The Wonderful World  
of Chinese Characters



# 為什麼我們要做 《悠遊字在》英文版



《悠遊字在》以動畫呈現，漢字如何從甲骨文、金文、小篆、隸書演變到現在的楷書；同時，它讓孩子從「字」的內涵和「文化故事」中，體悟到中華文化中溫厚的內涵，真正能學習到，可以怎麼跟自己相處、跟別人相處、跟環境相處，成為一個平衡、平和的人。

這套漢字動畫，中文版總共有5套。英文版是在中文版完成之後，改以英語發音，中英文字幕。所以中、英文版的內容是一樣的，其核心都是以傳達漢字和中華傳統文化內涵為主。

它不是一般生活會話類的英文教材，而是非常好的中華文化/品德教材，可提高孩子學習中、英文的興趣，破除學中文枯燥、畏難的心理，而對想學習中文的外國人來說，更是老少咸宜。

「Time」雜誌在幾年前，因應全球「漢字熱」，而做了一個專題討論，發覺學漢字的人，大部份都是想跟大陸市場做生意的，最後專題的結論是一句話：「只有文化能使人尊敬，而市場永遠不能」。

我們做《悠遊字在》，雖然用的是「教中文」的形式，但其實真正想傳達的，卻是「中華文化」的深刻內涵。倒不是刻意要想讓人家尊敬什麼，只是想，除了我們台灣孩子之外，應該讓國際也有機會能夠理解、接受到中華文化的深邃和美麗，而不只是功利趨向的學習中文。

這就是我們的初衷，也是最誠摯的心願。

悠遊字在

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