

cheng&tsui

Cheng & Tsui is a renowned publisher specializing in educational materials, particularly in the fields of language learning, cultural studies, and Asian studies. With a rich history spanning several decades, Cheng & Tsui has established itself as a trusted name among educators, students, and institutions worldwide. Their commitment to providing high-quality, comprehensive resources has made them a leader in the academic publishing industry, especially in the domain of Chinese language and culture education.

The History and Background of Cheng & Tsui

Origins and Evolution

Founded in 1969, Cheng & Tsui started as a small publishing company dedicated to promoting Chinese language and culture. Over the years, it expanded its offerings to include a wide range of educational materials, including textbooks, workbooks, multimedia resources, and online tools. The company's mission has always been to facilitate effective language learning and deepen understanding of Asian cultures through innovative and accessible resources.

Global Reach and Impact

Today, Cheng & Tsui's publications are used in educational institutions across the globe, from elementary schools to universities. Their materials are available in multiple languages and are tailored to meet the needs of diverse learning environments, emphasizing both language proficiency and cultural literacy.

Core Offerings of Cheng & Tsui

Chinese Language Learning Resources

Cheng & Tsui is perhaps best known for its comprehensive Chinese language learning materials, which include:

- **Textbooks and Workbooks:** Covering all levels from beginner to advanced, these resources focus on developing speaking, listening, reading, and writing skills.
- **Digital and Multimedia Tools:** Interactive software, online exercises, and audio/video materials that enhance learning engagement.
- **Teacher Resources:** Lesson plans, assessment tools, and teaching guides designed to support educators.

Cultural and Area Studies

In addition to language materials, Cheng & Tsui provides resources that explore Chinese history, culture, literature, and society, fostering a well-rounded understanding of the region. These include:

- Textbooks for Asian studies courses
- Cultural anthologies and readers
- Multimedia documentaries and educational videos

Specialized and Advanced Materials

For more advanced learners and professionals, Cheng & Tsui offers specialized publications such as:

- Academic journals
- Research monographs
- Business Chinese language courses

Why Choose Cheng & Tsui?

Quality and Authenticity

Cheng & Tsui's resources are crafted by experts in language education and Asian studies, ensuring their accuracy, cultural relevance, and pedagogical effectiveness. Their materials are often aligned with standardized testing frameworks, such as HSK (Hanyu Shuiping Kaoshi), to prepare students for certification exams.

Innovative Approach

The publisher emphasizes interactive and multimedia learning, recognizing the importance of diverse teaching methods. Their digital tools and online platforms are designed to complement traditional textbooks and cater to different learning styles.

Global Community and Support

Cheng & Tsui maintains a strong network of educators and institutions worldwide. They offer professional development workshops, webinars, and community forums to support teachers and learners in maximizing their resources.

Popular Cheng & Tsui Products

The Integrated Chinese Series

One of the most widely used Chinese language textbooks, the Integrated Chinese series, is published by Cheng & Tsui. It offers a progressive approach to language learning, integrating vocabulary, grammar, and cultural insights.

Discover China Series

This series provides engaging content about Chinese history, society, and culture, making it suitable for high school and college students interested in gaining cultural literacy.

Business Chinese Series

Designed for professionals and students preparing for careers involving China, these materials focus on business vocabulary, etiquette, and communication strategies.

How to Access Cheng & Tsui Resources

Purchase Options

Cheng & Tsui's products are available through:

- Official Website: Direct ordering of textbooks, multimedia resources, and teaching aids.
- Educational Distributors: Partnered bookstores and online retailers.
- Institutional Licensing: Schools and universities can acquire bulk licenses for digital platforms.

Digital Platforms and Online Learning

Cheng & Tsui offers online learning modules, downloadable resources, and interactive exercises via their digital platforms, making it easier for learners to study anytime and anywhere.

The Future of Cheng & Tsui

Embracing Technology

As education increasingly moves toward digital solutions, Cheng & Tsui continues to innovate by integrating artificial intelligence, virtual reality, and mobile applications into their offerings.

Expanding Cultural Content

The publisher plans to enrich its cultural and regional studies materials, providing more immersive and diverse perspectives on Asian societies.

Commitment to Accessibility

Cheng & Tsui aims to make their resources more accessible to underserved communities, including offering materials in multiple languages and formats suitable for learners with disabilities.

Conclusion

Cheng & Tsui stands out as a premier publisher in the realm of Chinese language education and Asian

cultural studies. Their extensive catalog of textbooks, multimedia resources, and cultural materials supports learners and educators worldwide in achieving academic and linguistic excellence. Whether you are a beginner starting your Chinese language journey or an advanced scholar exploring Asian history and culture, Cheng & Tsui offers reliable, innovative, and culturally authentic resources to meet your educational needs. As the landscape of language education continues to evolve, Cheng & Tsui remains committed to providing high-quality materials that inspire learning, foster cultural understanding, and connect students with the rich heritage of Asia.

Frequently Asked Questions

What is Cheng & Tsui known for in the language learning industry?

Cheng & Tsui is renowned for its high-quality Chinese language textbooks, online courses, and educational materials that cater to learners of all levels worldwide.

Are Cheng & Tsui's Chinese textbooks suitable for beginners?

Yes, Cheng & Tsui offers a range of textbooks specifically designed for beginners, focusing on foundational language skills and cultural understanding.

Does Cheng & Tsui provide online Chinese language courses?

Yes, Cheng & Tsui offers online courses and digital resources to support learners in mastering Chinese at their own pace.

What types of Chinese language programs does Cheng & Tsui offer?

Cheng & Tsui provides programs for various proficiency levels, including beginner, intermediate, and advanced courses, as well as specialized programs like business Chinese and HSK preparation.

Is Cheng & Tsui's teaching methodology effective for self-study?

Many learners find Cheng & Tsui's clear explanations, engaging content, and multimedia resources effective for self-study, making it a popular choice among independent learners.

Can Cheng & Tsui's materials help prepare for the HSK exam?

Yes, Cheng & Tsui offers dedicated HSK preparation books and courses designed to help students succeed in the standardized Chinese proficiency exams.

Are Cheng & Tsui's resources suitable for classroom use?

Absolutely, Cheng & Tsui's textbooks and supplementary materials are widely used in classrooms around the world and are designed to support teachers and students alike.

Does Cheng & Tsui offer cultural content alongside language instruction?

Yes, their materials often include cultural notes, historical contexts, and real-world dialogues to enhance cultural understanding alongside language learning.

How does Cheng & Tsui incorporate technology into its language learning resources?

Cheng & Tsui integrates multimedia elements, online platforms, and interactive digital content to create an engaging and effective learning experience.

Where can I purchase Cheng & Tsui's Chinese learning materials?

Cheng & Tsui's materials are available through their official website, major online retailers, and select educational bookstores worldwide.

Additional Resources

Cheng & Tsui stands as a prominent name in the realm of educational publishing, particularly renowned for its specialized focus on Asian language instruction, cultural studies, and related academic resources. Founded with the mission to bridge linguistic and cultural gaps, Cheng & Tsui has established itself as a trusted publisher among educators, students, and institutions worldwide. Its extensive catalog of textbooks, digital resources, and pedagogical materials reflects a deep commitment to quality, academic rigor, and cultural authenticity. This article offers a comprehensive exploration of Cheng & Tsui's history, product offerings, pedagogical philosophy, impact on language education, and future directions, providing a nuanced understanding of its role in shaping Asian language learning globally.

Historical Background and Founding Principles

Origins and Evolution

Cheng & Tsui was founded in 1972, originating from a vision to improve the teaching and learning of Asian languages, with an initial focus on Chinese. The founders, William C. Cheng and David T. Tsui, recognized a significant gap in high-quality, culturally authentic instructional materials tailored for Western learners. Their goal was to develop resources that would not only teach language skills but also foster cultural understanding and appreciation.

Over the decades, Cheng & Tsui expanded its scope to include a variety of Asian languages such as Japanese, Korean, and Vietnamese, along with a growing portfolio of cultural studies and area studies publications. The company's evolution has been driven by a commitment to pedagogical innovation, cultural authenticity, and academic excellence.

Core Principles and Mission

The foundational principles of Cheng & Tsui are centered around:

- **Authenticity:** Ensuring that instructional materials accurately reflect linguistic and cultural realities.
- **Innovative Pedagogy:** Developing resources that employ modern teaching methodologies, including communicative language teaching and technology integration.
- **Accessibility:** Providing materials suitable for diverse learning contexts, from university classrooms to self-study.
- **Cultural Engagement:** Promoting intercultural competence alongside language proficiency.

The company's mission emphasizes empowering learners to communicate effectively and understand the cultural nuances embedded within Asian languages and societies.

Product Portfolio and Key Offerings

Cheng & Tsui boasts a diverse array of products designed to meet the needs of learners across different levels and contexts. Its offerings span textbooks, digital resources, teacher training materials, and assessment tools.

Language Textbooks and Workbooks

The core of Cheng & Tsui's catalog is its series of language textbooks, which are widely adopted in academic settings. Notable series include:

- Integrated Chinese: Perhaps the most recognized Chinese language textbook series globally, offering comprehensive coverage from beginner to advanced levels. It integrates speaking, listening, reading, and writing skills with cultural insights.
- Japanese for Beginners and Beyond: Covering foundational to advanced Japanese, emphasizing communication skills and cultural context.
- Korean Made Simple: Aimed at both academic and self-directed learners, focusing on practical language use and cultural understanding.
- Vietnamese Textbooks: Less prevalent but increasingly important, reflecting the growing interest in Vietnamese language studies.

These textbooks typically include:

- Clear learning objectives
- Structured lessons with vocabulary, grammar, and cultural notes
- Supplementary exercises and practice activities
- Audio and multimedia components for pronunciation and listening practice

Digital and Multimedia Resources

Recognizing the importance of technology in modern language education, Cheng & Tsui has developed a suite of digital tools to complement its print materials:

- Online Learning Platforms: Interactive modules, quizzes, and multimedia content accessible via web portals.
- Audio and Video Resources: Authentic listening and speaking practice materials, including dialogues, interviews, and cultural videos.
- Mobile Apps: Facilitating learning on-the-go with vocabulary drills and pronunciation practice.
- Teacher Resources: PowerPoint slides, testing materials, and activity guides to enhance classroom engagement.

Assessment and Certification Tools

Cheng & Tsui also offers assessment resources aligned with its textbooks, including:

- Test banks
- Rubrics for speaking and writing evaluation
- Certification exam preparation materials

These tools help educators accurately measure student progress and prepare learners for standardized assessments or proficiency tests.

Pedagogical Approach and Teaching Philosophy

Communicative Language Teaching (CLT)

Cheng & Tsui's materials are rooted in the principles of communicative language teaching, emphasizing real-world language use and interaction. This approach prioritizes:

- Developing speaking and listening skills through authentic dialogues and role-plays
- Using contextualized vocabulary and grammar
- Promoting intercultural competence alongside linguistic proficiency

Cultural Authenticity and Contextual Learning

A distinguishing feature of Cheng & Tsui's approach is its emphasis on cultural authenticity. Materials incorporate:

- Cultural notes that explain social norms, customs, and traditions
- Authentic texts, dialogues, and multimedia content from real-life contexts
- Focus on understanding cultural nuances to foster intercultural communication

This approach helps learners not only speak the language but also navigate cultural situations with confidence and sensitivity.

Integration of Technology and Multimedia

Cheng & Tsui advocates for integrating digital tools into language instruction to enhance engagement and learning outcomes. Its resources encourage:

- Interactive practice of speaking and listening skills
 - Self-paced learning opportunities
 - Immediate feedback mechanisms for learners
 - Collaborative activities facilitated via online platforms
-

Impact on Language Education and Global Reach

Adoption in Academic Institutions

Cheng & Tsui's textbooks and resources are widely adopted in universities and language programs worldwide. Their reputation for quality and cultural authenticity makes them a preferred choice for:

- Chinese, Japanese, Korean, and Vietnamese language courses
- Asian studies programs
- Teacher training workshops and seminars

Many institutions consider Cheng & Tsui's materials the benchmark for high-quality language instruction, often integrating them into curricula designed to prepare students for real-world communication.

Influence on Pedagogical Standards

Beyond mere resource provision, Cheng & Tsui has played a role in shaping pedagogical standards through:

- Publishing research on effective teaching methodologies
- Offering professional development for language educators
- Collaborating with academic and cultural institutions to promote best practices

Its influence extends beyond content to pedagogical theory, fostering a community of educators committed to innovative and authentic language teaching.

Global Cultural Exchange

By emphasizing cultural understanding alongside language skills, Cheng & Tsui contributes to fostering intercultural dialogue. Its resources help bridge gaps between Western learners and Asian societies, promoting mutual understanding and global engagement.

Challenges and Criticisms

While Cheng & Tsui has enjoyed widespread acclaim, it has also faced certain challenges and criticisms:

- **Cost of Resources:** High-quality textbooks and digital materials can be expensive, potentially limiting access for some learners or institutions.
- **Balancing Authenticity and Pedagogy:** Striking the right balance between cultural authenticity and pedagogical simplicity can be complex, sometimes leading to content that is challenging for beginners.
- **Digital Divide:** As reliance on digital tools increases, disparities in access to technology may hinder equitable learning experiences.
- **Curricular Alignment:** Ensuring materials align with diverse national standards and proficiency frameworks requires ongoing adaptation.

Addressing these issues involves ongoing innovation, collaboration with educators, and a focus on inclusivity.

Future Directions and Innovations

Looking ahead, Cheng & Tsui is poised to continue its leadership in Asian language education through several strategic initiatives:

- **Expanding Digital Ecosystems:** Developing more interactive, adaptive learning platforms that personalize instruction based on learner needs.
- **Incorporating Emerging Technologies:** Leveraging artificial intelligence, virtual reality, and augmented reality to create immersive language and cultural experiences.
- **Broadening Language Offerings:** Introducing resources for less commonly taught Asian languages and dialects to diversify access.
- **Cultural Content Enhancement:** Integrating contemporary cultural topics such as media, social issues, and globalization to keep materials relevant.
- **Global Collaborations:** Partnering with educational institutions, cultural organizations, and tech companies to innovate pedagogical approaches and broaden reach.

These efforts aim to meet the evolving needs of learners and educators in an increasingly interconnected world.

Conclusion: Cheng & Tsui's Role in Shaping Language and

Cultural Education

Cheng & Tsui has established itself as a cornerstone in the field of Asian language education, distinguished by its commitment to authenticity, pedagogical innovation, and cultural engagement. Its comprehensive suite of textbooks, digital tools, and assessment resources has transformed language learning from rote memorization to dynamic, culturally rich experiences. While challenges remain, its ongoing efforts to innovate and adapt position it as a vital player in fostering intercultural understanding in the 21st century.

As the world becomes more interconnected, the importance of effective language education—grounded in cultural appreciation—cannot be overstated. Cheng & Tsui's contributions continue to empower learners around the globe, facilitating meaningful communication and fostering mutual respect across cultures. Its legacy is one of bridging gaps, building bridges, and shaping a more interconnected, understanding world through education.

Cheng Tsui

cheng tsui: 王淑涵 Shuhan C. Wang, 2008-08-18 The Flying with Chinese workbook offers students the chance to practice what they've learned in the classroom, and actively respond to listening materials from the workbook audio CDs.

cheng tsui: Directory of Officials of the People's Republic of China United States. Central Intelligence Agency, 1972

cheng tsui: The Criminal Process in the People's Republic of China, 1949-1963 Jerome Alan Cohen, 1968 This volume represents the fruits of a preliminary inquiry into one aspect of contemporary Chinese law-the criminal process. Investigating what he calls China's legal experiment, Mr. Cohen raises large questions about Chinese law. Is the Peoples Republic a lawless power, arbitrarily disrupting the lives of its people? Has it sought to attain Marx's vision of the ultimate withering away of the state and the law? Has Mao Zedong preferred Soviet practice to Marxist preaching? If so, has he followed Stalin or Stalin's heirs? To what extent has it been possible to transplant a foreign legal system into the world's oldest legal tradition? Has the system changed since 1949? What has been the direction of that change, and what are the prospects for the future? Today, immense difficulties impede the study of any aspect of China's legal system. Most foreign scholars are forbidden to enter the country, and those who do visit China find solid data hard to come by. Much of the body of law is unpublished and available only to officialdom, and what is publicly available offers an incomplete, idealized, or outdated version of Chinese legal processes. Moreover, popular publications and legal journals that told much about the regime's first decade have become increasingly scarce and uninformative. In order to obtain information for this study, Mr. Cohen spent 1963-64 in Hong Kong, interviewing refugees from the mainland and searching out and translating material on Chinese criminal law. From the interviews and published works, he has endeavored to piece together relevant data in order to see the system as a whole. The first of the three parts of the book is an introductory essay, providing an overview of the evolution and operation of the criminal process from 1949 through 1963. The second part, constituting the bulk of the book, systematically presents primary source material, including excerpts from legal documents, policy statements, and articles in Chinese periodicals. In order to show the law in action as well as the law on the books, the author has included selections from written and oral accounts by persons

who have lived in or visited the People's Republic. Interspersed among these diverse materials are Mr. Cohen's own comments, questions, and notes. Part III contains an English-Chinese glossary of the major institutional and legal terms translated in Part II, a bibliography of sources, and a list of English-language books and articles that are pertinent to an understanding of the criminal process in China.

cheng tsui: Teaching and Learning Chinese as a Second or Foreign Language Ko-Yin Sung, 2019-10-23 Teaching and Learning Chinese as a Second or Foreign Language, edited by Ko-Yin Sung, addresses three emerging themes in the field of Chinese language teaching and learning. (1) Increasingly ubiquitous in all language learning and teaching, and for the learning of Chinese as a second language in particular, information and communication technology (ICT) can serve as an important and effective tool. Several chapters focus on how certain emerging ICT tools are applied in teaching and learning Chinese as a second language. (2) Due to China's economic and political influence, the number of students of all ages studying Chinese as a second language—but especially young learners—has increased in many parts of the world. Despite this, the research into teaching Chinese to young learners has lagged behind. Several chapters investigate young learners' motivations and effective methods for assisting them to master the Chinese language. (3) The writing system of the Chinese language poses many challenges for learners, especially those more familiar with alphabetical languages. In light of this difficulty in learning Chinese characters, some of the chapters identify effective teaching and learning strategies to master the Chinese language.

cheng tsui: The Truth of Tibet Brigadier Jasbir Singh Nagra, 2021-01-06 In October 1950, within days of the establishment of the People's Republic of China, Mao achieved an exceptional feat that no ruler of Dynastic China had ever accomplished before - the annexation of Tibet. The achievement was unique in that Tibet, with a territorial expanse four and a half times the size of France, a cultural heritage as old as that of any ancient civilization of the world, and seat of one of largest religions of the world, was forcibly occupied without any intervention by nations who claimed to be champions of liberty, freedom, human rights, and equality. Amazingly, the nation whose national security was directly affected by the act, not only remained oblivious, but played an active role in the demise of Tibet. It was a tragedy that was to torment India forever. This book offers a stirring account of the secret history of Tibet from its earliest settlement, its Golden Age, its heroes, its wars, its politics and intrigues, its transition into one of the most peaceful and spiritual nations in the world and finally, the death blow to its independence. The transmission of Buddhism, mainly by Indian Buddhist intellectuals in Tibet, resulted in converting Tibetan warriors, who by their valour and grit established one of the largest empires in Central Asia, into pacifists. The tragedy was waiting to occur...

cheng tsui: Conversation Analysis and Language Alternation Anna Filipi, Numa Markee, 2018-10-15 This volume brings together researchers in conversation analysis who examine the practice of alternating between English and German, Italian, Spanish, Swedish and Vietnamese in the classroom. The collection shows that language alternation is integral to being and learning to become a bilingual, and that being and learning to become a bilingual are accomplished through a remarkably common set of interactional objects and actions, whose sequential organisations are quite similar across languages and educational sectors. This volume therefore shows that having recourse to more than one shared language provides an important resource for getting the work of language learning and teaching done through an orderliness that can be described and evaluated. The findings and the suggested pedagogical applications described in the volume will be of significant interest to researchers and teachers in a range of fields including second and foreign language teaching and learning, conversation analysis, teacher education and bilingualism.

cheng tsui: Publishers' Directory Gale Group, 2003 Provides detailed information on more than 20,000 U.S. and Canadian publishers, including nearly 1,000 distributors, wholesalers and jobbers, as well as small independent presses. The latest edition adds approximately 500 new entries with increased Canadian listings and Web site and e-mail addresses.

cheng tsui: Fruit Science: Culture And Technology J.S. Bal, 2017-03-10 The various aspects

of fruit cultivation mainly covered are nutritive and cultural significance; origin, history, and distribution ; taxonomical and botanical description ; climatic and soil adaptability; propagation technology and rootstocks; plant and fruit physiology; recommended and popular cultivars; planning and planting; soil cultural practices technology - water need, nutritional need, weed control, inter culture; plant cultural practices technology- training and pruning, fruit thinning ,fruit quality improvement, use of plant growth regulators; special problems; harvesting and production of fruits; post-harvest fruit technology; insect-pests and diseases management ; marketing and export potential. Section-1 covers 2 leading sub- tropical fruits of the country. Similarly, section- 2 covers 4 and section-3 covers 6 sub- tropical fruits in order of their importance. Scientists working in different Universities /Institutions and Research Stations have contributed chapter on fruit crops in their respective areas of specialization. The book will be highly beneficial to the graduate and post-graduate students in Fruit Science, fruit growers, scientists and extension workers.

cheng tsui: Why You Need a Foreign Language & how to Learn One Edward Trimnell, 2005 The first half of this book examines the commercial, social, and political implications of American monolingualism. The second half of the book explores the techniques and tools that a working professional can use to acquire functional skills in a new language.--Back cover.

cheng tsui: 中国 Carstairs Douglas, 1873

cheng tsui: The Development of Cotton Textile Production in China Kang Chao, 2020-03-17 There are many studies of the Chinese cotton textile industry for various time periods. But most of them are rather limited in the scope of inquiry, and, occasionally, their interpretations cannot stand rigorous economic reasoning. The present study is an attempt to reorganized the data, which are widely scattered in an extremely large number of Chinese historical documents and modern writings, in a systematic fashion, and to provide an economic analysis. This study covers the entire history of the industry.

cheng tsui: Flying with Chinese Grade 1 - Teachers Guide Book A Shuhan C. Wang, 2008-08-15 The Flying with Chinese teacher's guide offers in-class activities, curriculum pointers, and strategies for developing an engaging learning environment for yo

cheng tsui: Potato Y. P. S. Bajaj, 2013-03-07 Deals with biotechnological approaches incorporated into potato improvement programmes. These methods have far-reaching implications for the synthesis of improved, disease- resistant and nutritious cultivars of potato.

cheng tsui: General Register University of Michigan, 1946 Announcements for the following year included in some vols.

cheng tsui: Go Ask the River Evelyn Eaton, 2012 Set against the warring factions of ninth century China, this beautiful story traces the rise of the great female poet Hung Tu, the daughter of a government official, from Flower-in-the-Mist to Official Hostess at the court of the governors of the Silk City, and her love affair with the poet Yuan Chen. Original.

cheng tsui: Summary of Patrick Radden Keefe's The Snakehead Everest Media,, 2022-03-21T22:59:00Z Please note: This is a companion version & not the original book. Sample Book Insights: #1 On a moonless Sunday morning in June 1993, a single police car drove east along the central road of the Rockaway Peninsula. At the western tip, the officers saw a ship dangerously close to shore. They heard the first screams from out across the water. #2 Somma and Divivier were on the beach with the four Asian men, who were hysterical and pointing in the direction of the ship. They heard more screams from the ocean. #3 Wells radioed his station and requested more help. The tide was coming in, and a strong westerly crosscurrent was pulling the people in the water down along the shoreline. The officers ventured into the water and pulled people from the shallows, dragging them onto the shore. #4 As the first responders in New York and New Jersey began to hear about the ship, the Golden Venture, which was packed with what appeared to be illegal aliens who could not swim, began to drift towards the Atlantic Coast.

cheng tsui: Teaching and Learning Chinese Jinfa Cai, Jianguo Chen, Chuang Wang, 2010-07-01 The book is linked to the annual theme of the 2008 CAERDA International Conference with contributing authors serving as keynote speakers, invited panelists, paper presenters, as well

as specialists and educators in the field. The book provides a most comprehensive description of and a theoretically wellinformed and a scholarly cogent account of teaching and learning Chinese in general and in the United States in particular. It examines a wide range of important issues in Chinese teaching and learning: current state in teaching Chinese as a Second Language (TCSL) in the United States, US national standards for learning foreign languages K-12, policy making about how to meet the growing demand for Chinese language and cultural education with regard to a national coordination of efforts, professional teacher training in terms of the quantity and quality of Chinese language teachers at all levels, promotion of early language learning, characteristics of Chinese pedagogy, aspects of Chinese linguistics, methods and methodology in teaching TCSL, techniques and technology in Chinese language education, curriculum and instruction in TCSL, cultural aspects of teaching Chinese as a Second Language, issues in Chinese pedagogy, development of Chinese as a Heritage Language (HL) and the issue of cultural identity for bilingual/multilingual learners (particularly bilingual/multilingual children), testing and evaluation in TCSL, Chinese literacy and reading, approaches to instruction and program design, etc.

cheng tsui: *Proceedings of the Board of Regents* University of Michigan. Board of Regents, 1945

cheng tsui: *Commencement Programs* University of Michigan, 1948

cheng tsui: *Unconditional Defeat* Thomas W. Zeiler, 2003-10-01 Unconditional Defeat-the second book in a Pacific War trilogy that is part of SR Books' Total War series-examines the concluding stages of World War II in Asia and the Pacific, from November 1943 until September 1945. Thomas W. Zeiler argues that this 'war without mercy' could only come to one conclusion: the complete, unconditional defeat of Japan by a mobilized, overwhelming, vengeful United States. Zeiler describes these final 22 months of the Pacific War as a story of contrasts. While the U.S. launched a methodical, smothering attack with all the means at its disposal, Japan fought a fierce yet hopeless defense with diminishing supplies. By November 1943, Japan lacked the necessities not just for victory, as in the earlier phases of the war, but for adequate defense. The Japanese had no options. The strategic planning rested with the Americans. Zeiler's gripping and thorough overview discusses other contrasts between the two foes. The Americans planned multiple advances in the Pacific Ocean and on the Asian mainland. They used a massive number of troops, devised and adopted new amphibious techniques, and deployed the new nuclear category of weapons. The Japanese stubbornly but desperately clung to their territory, often with the basest of defenses. By August 1945, the United States' forces at sea, on land, and in the air had brought Japan near complete defeat. In addition, the Japanese Empire was diplomatically isolated. Japanese politics was in turmoil, the government faced rebellion, and the Emperor stood on the brink of extinction. Wracked by the destruction of the homeland from the air and blockade by sea, Japanese society veered near chaos and the people peered into the abyss of an uncertain future. In the meantime, America's military had experienced such horrors at the hands of Japan that the U.S. made the difficult decision to unleash the atomic bomb. Despite the stark differences between the U.S. and Japan, argues Zeiler, there was one aspect of the war that both sides held in common: basic savagery. Those who were in combat witnessed the sheer hell of war. The human disaster is a tragic yet essential element to this story, and Zeiler recounts the brutality and suffering experienced by those who fought and lived through the conflict.

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