



经管经纬

The World of BNU Business School

2014年3月刊
总第05期

学院动态

贴切，才能引起共鸣
2013年学院大事记
期末导航，扬帆起航

校内新闻

此刻应当铭记
经管人，志愿星
我的奇幻之旅

财经时事

追踪第18届三中全会
好时“吃”掉金丝猴

敞开心扉

色彩心理学的奥秘

封面专题

看另眼
世界

那时候 你还不懂得

文
张
小
娴

时间是个有趣的过程，你永远不知道它会怎样改变你。

比方说，曾经不喜欢的食物、不喜欢的酒、不喜欢的书或不喜欢的人，后来有一天，却喜欢上了。

曾经觉得不好喝的酒，或许是当时还没有到好的年份，

或许是那时候还不懂得它的好。

它就像你买了回来，随手翻了几页，觉得不好看，搁在一边的一本书。

若干年后，你无意中再拿起来看，却“惊为天人”，

恨自己当时错过了这么好的一本书。

而其实，你并没有错过。

这就像两个人的相遇，没有早一步，也没有迟一步，于茫茫的天地间，于无涯的时光里，就是这一刻。

只是，相遇和相爱之前，我们都要经历一个过程。

时间也是觉醒。

曾经解不开的奥秘，曾经想不通的事情，曾经不懂的心，后来有一天，终于明白了。

比方说，年纪小的时候，我们向往的浪漫是拥有，


拥有一个很爱自己的人，拥有一段刻骨铭心的爱情。

后来，我们渴望拥有更多，除了承诺和约定，还有一起追逐的梦想。

后来的后来，我们希望所有美好的东西都能够永远拥有。

然后有一天，我们幡然醒悟，浪漫是能够舍弃；只有能够舍弃的人，才是最浪漫的。

为什么从前没有这种智慧？为什么从前不了解浪漫？

别恨自己，那时候，你还不懂得。 



我们需要你!

你有好的文章想要发表吗? 你有别出心裁的好创意要与我们一同分享吗? 你想将你的才华展露让更多的人喜欢你吗? 《经管经纬》将为大家提供一个平台, 让更多人发出呐喊、唱出心声, 让我们之间的距离再近一点。

1. 撰稿人

《经管经纬》共有学院动态、学术中心、走进校友、品牌活动、校内新闻、财经事实、给你自由和敞开心扉8个版块(目前只有学院动态和走进校友两个版块不对外征稿), 从学术论文到个人日记、从生活推荐到日常问题, 只要你有想与我们分享的, 都可以进行投稿, 包括有好的创意也可以向我们提出。我们将提供稿费或者其他回馈。

具体内容:

- (1) 学术中心: 学术论文、有关学习的讲座、论坛, 我们也接受活动的预告, 进行提前宣传。
- (2) 品牌活动: 挂靠于经管院下或者与经管院共同举办的系列、知名活动, 可以算是经管院的一大品牌。我们同时也接受活动的预告进行提前宣传。
- (3) 校内新闻: 只要是在北师大发生的、不涉及政治问题的新闻都可以, 包括其他院系组织的活动, 以及各种社团活动。
- (4) 财经时事: 我们征集世界范围内有关经济的新闻, 这个需要加入自己的评论或者相关专业人士、老师的评论, 要求简洁深刻, 言之有理。我们还征集各种理财知识。
- (5) 给你自由: 正如板块的名称一样, 给你自由, 只要你想分享的都可以进行投稿, 要求思想积极、符合法律, 不涉及政治即可。
- (6) 敞开心扉: 这是一个互动板块, 主要接收同学在生活、学习、感情上的问题, 然后我们将找专业的老师、医生进行解答。我们只说问题, 希望能让有类似问题的同学找到共鸣与解答。

具体要求:

标题2号宋体, 正文5号宋体, 字数不低于100字, 最好配有图片。

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2. 记者

记者的主要任务是跑新闻，负责跟踪报道学院、分团委、与其他院共同举办的活动以及出席学生活动，进行拍照、写稿。

3. 美术编辑

美编为《经管经纬》排版、设计封面、进行美术编辑。最好是掌握一定的基础，如果没有，我们将安排专业人员进行授课，所以只要你想做，就可以来报名。

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公关部是一个机构的造血部门，责任重大，现在经管院团刊编辑部急需这种人才。公关人员的工作主要是拉赞助，有了赞助支撑，《经管经纬》才能做得更好，为之付出的人才能更好的福利。所以，我们真心地希望，有这方面意愿和能力的人加入我们，我们需要你。

5. 呐喊者

作为读者你有什么想和我们分享的？有什么要指出的？有什么希望我们改进的？我们诚挚地欢迎各位读者成为《经管经纬》的呐喊者，助经管经纬一臂之力！



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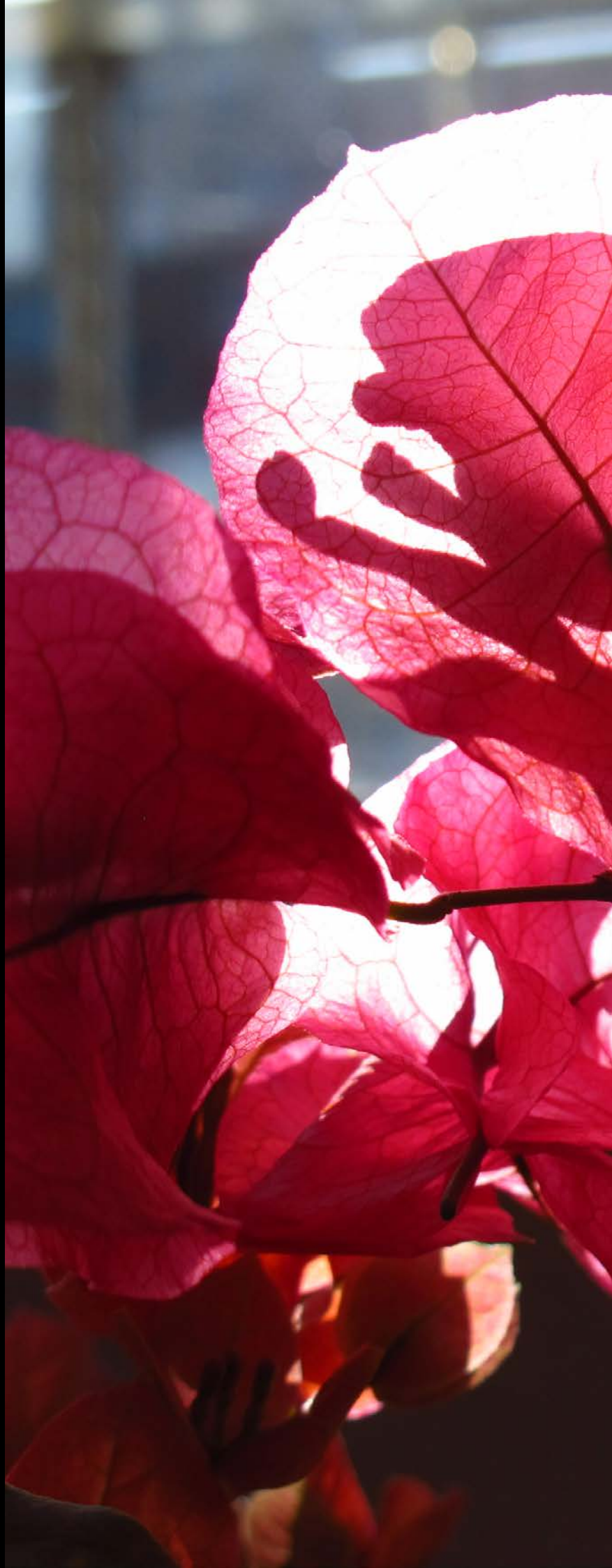
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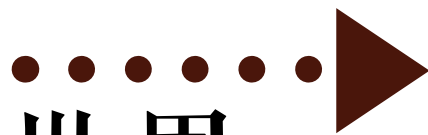
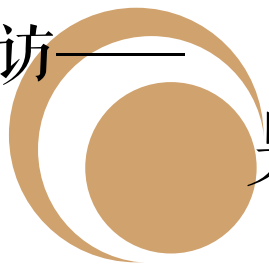
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Name: **K.Sarah.Ostrach**

(欧阳蕊文)

Hometown: She was born in Woodland, California and then moved to Bethesda, Maryland.

Courses in BNU:

Oral/listening and written English classes

An elective course introducing students to Western Art appreciation

Name: **David.Koenig**

Hometown: USA

Courses in BNU:

Undergraduate English speaking and listening (with critical thinking)

Postgraduate advanced English writing

A course in foresight.

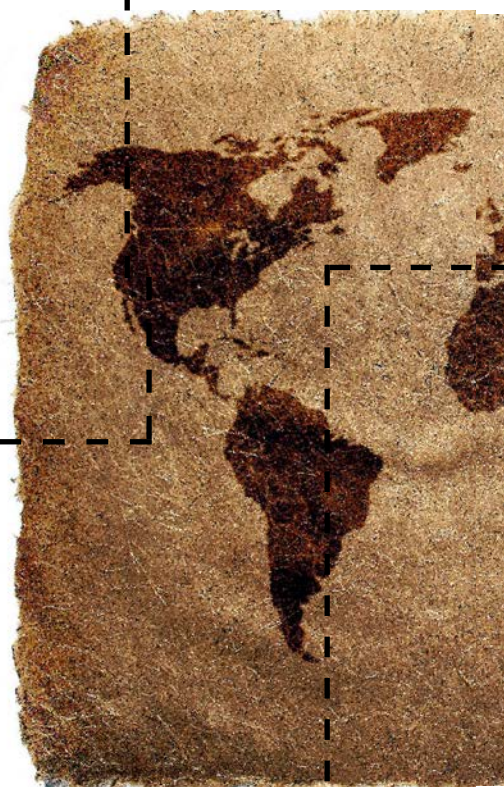
Name: **Eug é nio carlos de verdier graf**

(欧志宁)

Hometown: Pacos de Ferreira in Portugal

Courses in BNU:

I teach Basic Portuguese and Speaking Portuguese classes to the International Economics and Trade course and I also teach the Elective Courses of Portuguese I and II.



Name: Bertrand A.J.
Millon

(米隆博)

Hometown: Paris, France

Courses in BNU:

A French class with 20 students(8h a week)

Another French class with 30 students(2h a week)

Name: Clive Loughlin
(罗凯文)

Hometown: The Northern Ireland in the U.K

Courses in BNU:

Different types of speaking classes, e.g. for the B group and Liyun class.

Financial English reading for Hande class.

Name: Stefan Komar

Hometown: Hannover in Germany

Courses in BNU:

Three German classes at the BNU. There is a elementary and a speaking class for the students of the Hande program, and there is also a course open to all students from the BNU once a week.

Name: Maria Del
Rosario Soler
Guisado

Hometown: Almeria, Spain

Courses in BNU:

Basic and Oral Spanish to law students

An elective subject to explore the Spanish Language and the Hispanic culture.



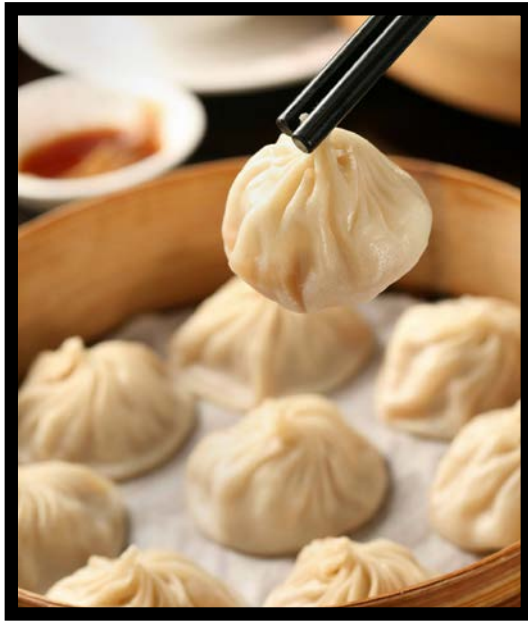


K.SARAH.OSTRACH

欧阳蔼文

Experiences

She graduated in Brown University(major in Western and oriental art history & Spanish literature and art) Got Master's degree in Sotheby's Institute of Art in London(major in East Asian art history) The past semester in BNU,she helped designed the curriculum for the A-group students and independently created the curriculum for Hande Ban., both of which were excellent opportunities to explore different activities and skill sets and tailor coursework to her students' needs.



2. Do you like Chinese food? If so, Which is your favorite one?

I LOVE Chinese food! In fact, it is a Jewish-American tradition to eat Chinese food on Christmas. I grew up eating “lo mein” and pot stickers. My absolute favorite dish is 小笼包, though so far the best I’ve ever eaten were in New York City. Some of my students have told me that I need to travel south to get real 小笼包 because Beijing won’t have anything quite as good. I also like any kind of dumplings, really...

注：“小笼包”为 Ms.Ostrach 所写，喜爱之情可见一斑。
lo mein: 捞面 pot stickers: 锅贴



1. We would like to know your opinions about Chinese people (or students) characters.

I don’t like to make generalizations about a race’s characteristics. It leads to oversimplification, stereotyping, and, ultimately, prejudice. I encourage all my students to stop thinking about what “all” Americans are like or what “all” westerners do and think in terms of cultural trends and individuals’ characteristics.

Nevertheless, there are some things I’ve noticed about most of my Chinese students – they are so quiet and shy! There are definitely exceptions to this rule; there are a handful of students who are always eager to talk and participate. The majority, though, are very quiet. This is based in the Chinese culture, which contrasts American culture. Americans are generally brought up to be assertive, our education system is based on conversation and contribution—quiet students are penalized whereas students who speak up are rewarded. The Chinese culture and education system are different, where children seem to be raised to be a bit more guarded about personal expression and the education system is based more heavily on lecture and rote learning.

It is a real challenge to get my students to let loose in my English classes and volunteer their opinions. I am always telling my students to be brave, praising those who volunteer or speak up even if the answer is wrong—bravery and confidence is so much more important than accuracy and the former contributes to the latter! It is a firm belief in the west that we learn best from our mistakes. Therefore, the best way to learn is to volunteer, speak up, get it wrong, and learn how to do it right the next time.



kugel



burritos



challah



latkes



matzoh ball soup

3. Could you share something interesting about your hometown? (the more the better)

There's so much to say here! My hometown in Woodland, CA, was really quite small and agricultural. There are racial tensions between the Caucasian and Hispanic communities that can sometimes lead to violence. This area of California is not particularly wealthy, so there are issues of poverty, lower levels of education, and lower employment opportunities. Nevertheless, this region is truly beautiful. I grew up camping, hiking, climbing trees, eating fresh vegetables and fruits (and growing some of these myself!), and watching shooting stars cross the clear night sky. When I was in elementary school and the weather was



nice, the whole school would walk down the street to the park nearby and play under our favorite tree, named Monty, or walk-run-skip-tumble along the gravel path under the pink blossoms. My favorite season was autumn, when the air was dry and crisp and the leaves fell. We'd rake them into great piles and then spend hours jumping and running

through the leaf piles, scattering the leaves over the yard all over again. Holidays in Woodland were always great fun, too. I'm Jewish but there weren't many other Jews in the area, so when my family celebrated a [Jewish holiday](#), we'd invite all our local friends and family, often having 20-30 people in our single-story house! My family has never celebrated Christmas, but our best friends just down the street would have a Christmas party and my sister and I would run down and join them, playing video games, eating cookies, enjoying the tree, and laughing at our friends' uncle who often drank just a bit too much.

The best holiday growing up, though, was the Fourth of July, [American Independence Day](#). The whole neighborhood would come out and we'd have a great block party with barbecue, home-baked treats, kids running everywhere, and —of course—fireworks! We'd write our names and draw pictures on the sidewalk with sparklers and light screamers, fireworks with spray and spit like a water fountain and emit a high-pitched scream. Another favorite was smoke bombs, which sent clouds of colored sulfur smoke down the street, through which the kids would run. We'd end up smelling so terrible after lighting smoke bombs

that our parents would make us strip all our clothes off before they'd allow us back inside for a bath!

Living on the east coast was different. The community wasn't as tight-knit and we were far from our good friends and family. Our parties became smaller and we'd usually watch Fourth of July fireworks on television, unless we braved the heat and crowds to go to the National Mall and watch them live.

In middle school and high school, my friends and I would always hang out at each other's houses watching TV or sitting in the backyard, and on weekends we'd go to see movies. I hate to think back to how much of my parents' money I spent on movie tickets...After the movie, we'd hang out either at the bookstore, loitering outside or browsing the books inside, or at the ice cream shop just across the street. Once people started getting their driver's licenses and before gasoline prices got too high, we'd just drive around down when we weren't at the movies, bookstore, or ice cream shop. Eating **burritos** from Chipotle was also very important. My friends and I were the “good” kids, so we studied hard and stayed away from parties. Perhaps that made us boring, but we did well in school (and subsequently got into good colleges)



and had a lot of fun being bored together. That is, after all, a hallmark of the American adolescent experience: being bored and complaining about it! Or tired from school work and complaining about that.

Unlike a lot of kids on my age, I had (and still have!) a very close relationship with my parents. I usually ate dinner at home with them except on Friday or Saturday night if I went out with my friends (and still, sometimes, we'd have dinner at home instead of out). My parents trusted me to call them and tell them about my plans, so I never had a curfew and carried my own key to let myself back into the house whenever I turned up.

My best friend is Sara B. (to her, I'm Sarah O.) and we spent tons of time together growing up, even after she went to private school and I stayed in the public school system. We'd sleep over at each other's houses and have dinner with the any other's

family all the time. In fact, if I were at Sara B.'s house and they were preparing dinner sometimes I'd call my mom to ask her what was being cooked at my house. If I liked the menu at Sara B.'s house better, I'd have dinner there!

There's so much more I could say about everything you've asked about...food, fun, holidays...by the way, we don't call them festivals! I suppose one interesting detail is that, in my family, my father prefers to do the cooking and my mother prefers to bake. Both are excellent at their preferred kitchen duties, though over the years, out of necessity as well as interest, my mother has gotten much better at cooking. Regardless, she was always in charge of most of the cooking for the special Jewish holiday foods, such as **challah** (a special type of bread), **latkes** (potato pancakes), **kugel** (Jewish pudding made from egg noodles or potatoes) , and **matzoh ball soup**(instead of meatballs, they are bread-based).

4. During the period in China in BNU, what impressed you mostly?

Many things impress me, some positive and some negative. I'm very confused as to why so many Chinese people try to get on to the subway car or elevator before I've had a chance to get off. Things would go much more smoothly and quickly if they simply let people off first before trying to get on. The public spitting is also quite "impressive."

I am most impressed, though, with my students. I cannot express the joy I receive from my students inside and outside of class. I always feel my best and most-capable or confidence when I step in front of my class. Even on days when I get frustrated or am faced with silent students who will not volunteer, I'll come home to open my email to read a heartwarming message from a student too shy to speak to me in person, sharing how he or she was touched by something I said or did. I am humbled by my students' kindness and diligence. I cannot say I approve of all the characteristics of the Chinese education system, but I certainly respect it and how hard my students work. Despite having their own majors with difficult required courses, they still must study English and even make time to do extra studies (either in English or a third language) on the side. And despite their self-assessed poor levels of English, I am ever in awe of my students' effort in my elective class, where they must struggle with a foreign language, foreign culture, and a foreign teacher. You, dear students, are what impress me the most about China.

In BNU, I am also impressed by my colleagues, who are genuinely devoted to their students' progress. I know other schools and teachers may not take required English instruction very seriously (perhaps because the students don't either), but here at BNU, both the students and the teachers are dedicated to making real progress.



Ms. Ostrach in her sister's wedding ceremony

5. Which culture differences between USA and China troubled you a lot?

The assertiveness and loudness of Americans versus the demureness and quietness of Chinese is often unnerving, troublesome, or frustrating. Sometimes it's a simple issue of not being able to hear my students! In contrast, many students have commented on the volume and strength of my voice—I never use a microphone in class and I love to be exuberant. Then there's the constant use of "maybe" and "可能". Americans generally like straight answers. My Chinese friends, colleagues, and students, are much less likely to give straight answers. Maybe they are free. Noon could be a good time for the meeting. The papers might be ready by then. I've even had situations where a student comes late and I ask him or her, "So, why are you late," and I receive an answer such as, "I think maybe I slept too late." You either did or didn't sleep late, there's no maybe. Not getting a clear, firm answer is definitely frustrating, but I realize that this is a major cultural difference between east and west, so I have learned to let it go—most of the time.

6. We would like to hear your opinions on world economy .

I majored in art and literature, so my knowledge of economics is quite limited! I am, however, quite fascinated by global markets and international influences on individual countries' economies. I am also aware that our cultures, both fiscal and otherwise, often clash and lead to misunderstanding or conflicts of interest. Most people are aware, at least to a superficial level, of the economic struggles between the USA and China—two of the largest players in the global economy. I think the key to moving forward is recognizing our mutual dependence and honoring our cultural differences in order to allow for open and fair negotiation. Too often our world leaders are over-concerned with individual needs and under-educated in the other parties' needs and cultural characteristics, which leads to discord and competition versus cooperation. I hope that your studies and interest in foreign cultures will help solve this problem in the future!



7. Which Chinese cities have you ever been to? Tell us something about your favorite city.

Besides Beijing, I have traveled to some cities in the south, such as Shanghai, Longquan, Jingdezhen, Hangzhou, Dehua, Xiamen, etc. I don't think I have a favorite city, yet, because they are all so different! Beijing is very much a political capital city, whereas Shanghai is a more metropolitan and cultural capital. The other cities I went to were smaller (though still huge by American standards) and had individual flavors of tradition, cuisine, and craft. I loved visiting Longquan and seeing the ancient dragon kilns still in use. If I had to choose, though, I suppose Hangzhou is my favorite thus far (how stereotypical!) because of the lovely West Lake and robust art history with the likes of Su Dongpo!

8. Could you give us some suggestions on studying in USA?

Hopefully my answers to the previous questions have given you a good idea of the different lifestyle abroad. The most important piece of advice I can give you, though, is to be bold. You may survive but you will not thrive abroad if you keep quiet and isolate yourself in the Chinese community where you find yourself. The most successful students are assertive, eager to meet new people, and adaptable—western mannerisms are very different than Chinese mannerisms and our English is often quite different than what you've learned in class. The more willing you are to adapt to the new situation, the happier you will be and the more friends you will make. It is important to stay true to one's own culture, of course, and I encourage all students who study abroad to find someplace where they can feel "at home." But if that is all you do, then there is no point to studying abroad. If you are not brave enough to embrace the foreign people, culture, and atmosphere around you, then just stay home!

When I lived abroad, I was always sure to find some friends who reminded me of home to serve as my anchor, but then I pushed myself to experience the foreign world and culture around me. It's scary, it's lonely, and it's overwhelming—embrace the challenge and be ready to be frustrated! Cultural exchange is immensely frustrating and exciting, which is why I love it.

Experiences

I have worked within the field of teaching Spanish as a second language and education since graduating from Granada University, Granada (Spain) in 2008. Here my work combined a multi-discipline approach to translation and interpretation. I focused on French, Chinese and English. Since culture is intrinsically related to language, from 2007 to 2009 I immersed myself into Chinese culture and language by studying in Beijing Foreign Studies University and in Shanghai University. In 2012 I graduated with a Master's Degree in Second language teaching (English) from Universidad de Almeria (Spain).



MARIA DEL ROSARIO SOLER GUIADO



Maria Del Rosario Soler Guisado



1. Could you share something interesting about your hometown and your country?

Almeria is a lively city full of culture and interesting things to do, you never get bored! It is located in the south of Spain and it is surrounded by beautiful mountains and a fantastic beach, **the Mediterranean Sea** makes my city mild in temperature and warms peoples' hearts. Everyone is friendly and welcomes tourists and travelers with enthusiasm.

In fact, my city is pretty famous since a lot of western movies have been shoot there due to its fascinating landscape. Its breathtaking views make it a fantastic place to enjoy living outdoors. My city is very proud of its heritage and its **Flamenco shows** are a must-see! It is a colorful experience full of passion, rhythm and elegant movements.

Spain is famous for its delicious food; its Mediterranean diet is influenced by many different cuisines such as Arabian, European and even South American! It is thus a healthy and various diets which adapts to the different seasons and actually presents some differences from region to region. Some very characteristic dishes from Spain are " **Tapas**", Tortilla de patatas – Spanish omelette made with potatoes and a bit of onion- and my favorite one " **Paella**", a dish which mixes rice, meat, veggies and the secret ingredient....**zafran**(**西红花**)!

Summer is a very special season, the weather is warm and lovely so every little town and city has

its big fiesta! Party! People gather together outside and share drinks, food and good times with their friends and neighbors. It is without any doubt one of the main reasons why so many tourist decide to go to Spain and share those happy times with the locals!

2. We would like to know your opinion about Chinese people(or students) characters.

As I have been living in China for six years, I almost feel that Chinese are my fellow countrymen and women! Of course, I had a bit of cultural shock at the beginning but I have also come to realized that Chinese people and Spaniards are actually pretty close. In Spain, people are very open, friendly, easy going and love to have a good time just like the Chinese!

Regarding the students, I have nothing but beautiful things to say. My students at BNU are

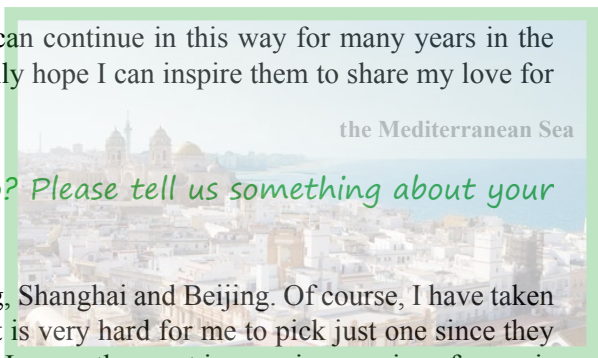


smart, lovable and incredibly hard working. I hope we can continue in this way for many years in the future. It is my absolute pleasure to teach them and I really hope I can inspire them to share my love for my language and my culture.

3. Which Chinese cities have you ever been to? Please tell us something about your favorite city.

I have actually lived in three different cities: Kunming, Shanghai and Beijing. Of course, I have taken every opportunity to explore this beautiful country and it is very hard for me to pick just one since they are all very special in its own way and in my memories. I guess the most impressive province for me is Yunnan. It in fact has a special place in my heart not only because of its breathtaking landscape but also because of the people I met. When I was in Yunnan I had the opportunity to help women collecting rice and even got the chance to walk among yacks(野牦牛) in the magical Shangrila(香格里拉).

Another special memory that I will treasure for the rest of my life is visiting Inner Mongolia. Seeing the sunset in such an amazing land, exploring the scenery on a horse and sleeping on a tent, definitely made a great impression on me.



4. During the period in China, what impressed you mostly?

It is a really hard question and I had to think about it for a while but I think Chinese calligraphy really impressed me the most. I had studied Chinese at university but until I actually came to China I did not realize how rich its history is. I was amazed by its tradition and it helped me understand a lot about China and its valuable heritage.

From that moment onwards, I really started to understand how beautiful it is. The fact that something so ancient has managed to keep its essence, it is in fact very remarkable. I genuinely admired its tradition. I always found fascinating the evolution of characters and its ability to convey meaning.

5. Do you like Chinese food? If so, which is your favorite one?

I am absolutely in love with Chinese food! One of my favorite things which is incredibly hard to find in Spain is Tofu. I have a soft spot for Dumplings – with any filling- and these ones are actually impossible to find in Spain. Gongbao chicken is also on my top 10.

What I love the most about Chinese food is how varied and healthy it is. Also the fact that every region has its local cuisine makes it such a great experience! I really enjoy tasting local dishes, for example when I was down South I had a lot of very spicy and very delicious food.

I do miss the food from my home country though. I like cooking a lot and sometimes it is impossible for me to find the same ingredients as in Spain. So, every time I go back to my country I stuff my suitcase with Spanish treats that I use to recreate my favorite Spanish dishes.

6. What impressed you a lot in BNU?

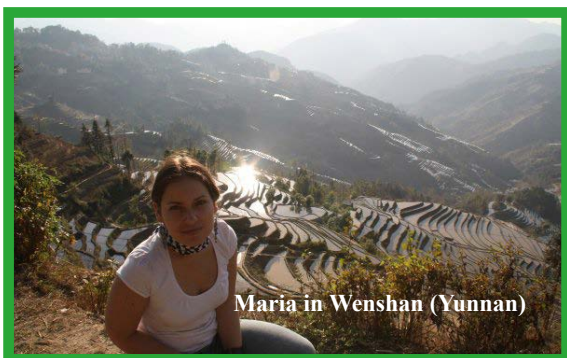
There are a lot of impressing things in BNU, but I will have to pick two! Definitely, my students whose enthusiasm is contagious. They are so hard-working and eager to learn that it is really a pleasure to teach them. Of course, I cannot forget my colleagues in the MAXDO college. They are not just coworkers but also friendly faces that make being at the office a real treat! From the very first time I walked into this university, I have been well loved and respected which makes my job a lot easier, actually.

7. Which culture differences between Spain and China troubled you a lot?

8. Suggestions on studying aboard and introduction of colleges.

Being a student in Spain is actually a good deal! We have top universities and very friendly cities such as Granada, Salamanca, Barcelona and of course the capital, Madrid.

These cities are very diverse in landscape, prices and lifestyle so it really depends on what you are looking for! Salamanca is traditionally a university city whereas Granada offers a beautiful environment with very affordable prices. Barcelona is also a vibrant city by the sea and Madrid offers all the advantages of living in the capital.



Maria in Wenshan (Yunnan)

It is possible to do economic related majors in all these cities. I have a special good memory of Granada University since that is the one I studied, I will definitely encourage any curious student to check its web page (www.ugr.com) In Madrid, Carlos III University and Rey Juan Carlos University are fairly well-known in the economic area. The Autonoma University in Barcelona and the Salamanca University are also prestigious.



Maria with her Spanish students in Kunming

I have been here for so long that is quite hard remember! But I do remember that having to use chopsticks at first was a real challenge! Something which was a bit difficult but made wonders for my Chinese was engaging in conversation with taxi drivers and sellers at the market. I always wanted to be a part of this city and not a “laowai” so I had to make an effort to be a part of the community. Now, I do feel like at home in China and I am happy to chat to anyone!



Maria in Shangri la

9. We would like to hear your opinions on world economy, if you want to talk something about it.

Thanks to the technological developments, it is easier for countries to trade with each other. It is something I believe to be very positive for all of us. In fact, I do feel a bit less homesick when I walk into my local Chinese supermarket and find Spanish oil! It makes me feel that my country is not really that far.

It is impossible to ignore the fact that we are experiencing a change in the world economy. I believe we will learn from it and overcome this change as we have historically done. The fact that we are closer, also gives us the chance to work together and continue to improve our world.



EUGÉNIO CARLOS DE VERDIER GRAF

欧志宁

Experiences

My course at University was Oriental Languages and Cultures and the major was actually Chinese. I also learnt about China's Geography, History, Culture, Politics, etc. Afterwards I did a Master's called Cross-cultural Studies Portuguese/Chinese which focused on teaching Portuguese to Chinese people. The first year of this Master's was done in China and that's when I fell in love with this country.

Eugénio carlos de verdier graf
(欧志宁)



1. What do you think about Beijing. Have you ever been to any other cities in China?

Beijing is an amazing city, I can find everything I need here and it's also full of history and culture. Although I live here now, I feel like a tourist most of the time because there's so much to discover and learn.

I've been to other cities in China, I have lived in Tianjin and in Hangzhou before and I've also been to Shanghai, Suzhou, Shenzhen, Hong Kong, Macao and a few other places. Every place has something different and unique to offer. It's incredible that you can find so many different cultures and traditions, in the same country not to mention the landscapes and weather.

2. How about Chinese people? Are we kind, weird or something. Are we very different from people in your country?

The Chinese people are kind, helpful, friendly and very hospitable. They are not very different from the Portuguese people so it's easy for the people of both countries to get along.

3. Then what do you think of BNU.

BNU is one of the top universities in China and it's very easy to see why. It's filled with many hard-working professionals, it provides an easy access to knowledge in many different matters and offers all the conditions for the students and teachers to do their best. For me the soul of this university is the students. Here I've had the pleasure of meeting some of the brightest, most diligent and interested students I've ever seen and I am amazed by them on a daily basis.

Q&A

4. Could you give us some advice on Chinese students traveling or studying in your country, how to get along with local people, cultural differences we have to know.

Don't experience culture shock or any kind of friction with the local people. I know a lot of Chinese students who went to Portugal to study and they were all very happy about their stay in Portugal. They all say the people are nice and the food is delicious! Language sometimes can be a problem but most Portuguese people can understand English nowadays and there is also an increasing number of Portuguese people studying Chinese (like myself!) so I expect that communication issues will become even rarer.

5. Can you tell us some customs of Portugal?

In terms of festivals, every town has its own special day and holiday to celebrate it. The most important holiday is Christmas. Some of the most famous tourist attractions are the Palace in Sintra, the Belém Tower in Lisbon, the riverside in Porto where you can taste Port wine, the Madeira islands and the Algarve region which is famous for its great weather and beaches.

6. What's your favorite Chinese food? Who is your favorite Chinese star? Which is your favorite place in China?

My favorite Chinese food is 糖醋里脊, I didn't like the idea of a main course being sweet but after I tried it I was proven wrong.

My favorite Chinese star is Jackie Chan! I grew up watching his movies and he mixes two things I like a lot, martial arts and comedy.

It's hard to choose a favorite place in China, there's still so much I need to see but I can name a few like the Forbidden City in Beijing, the West Lake in Hangzhou or Macao. When I start missing Portugal I can always go there.

7. What is your most impressive thing during living in China?

The amount of people never stops amazing me, Beijing alone has more people than my whole country!



The first time I came to China I wanted to go travel in the Spring Festival but I made the mistake of waiting too long to buy the tickets. The train station had set up a special place to buy tickets outside because there were too many people. So it took me about 5 hours waiting in line, freezing with -18 degrees, in the middle of a big snow storm, surrounded by hundreds of people. I was the only foreigner there but I easily got along with the people near me and I was able to practice my Chinese and have some fun! Looking back, that and the trip that followed were a great adventure that I do not regret one bit!



CLIVE LOUGHLIN



Experiences

Actually, before 2006 I had never considered coming to China to work, however, the bank I used to work for in the UK was looking for a junior project manager (the job I used to do in the bank) to come and work on a Bank of China Credit Card Centre project so I just applied. I was successful and arrived in Beijing in November 2006. From then I worked in the bank and enjoyed my time, however, I became interested in the Chinese language and wanted to study more. In September 2007, I quit my job in

the bank and came to BNU to study for a 4 year Bachelors degree in Chinese. At that time I hadn't really expected to stay in China after my graduation but I started to work in a Chinese company after I left BNU. Whilst I had the chance to gain some great experience and make a lot of money, I didn't like the fact that I had to work about 60 hours per week! Therefore, I made the decision to apply for a teaching job at BNU. I started teaching in February 2013.

Clive Loughlin

1. What do you think about Beijing? Have you ever been to any other city in China? How about them?

To be honest, I'm not really that keen on Beijing as a place to live, mainly due to the air quality, the climate (too cold in the wintertime and too hot in the summer), but in terms of culture and job opportunities, Beijing would always be my number one choice. I have lots of friends from Beijing and am so glad to have been able to meet them!

I've been to many different cities in China, e.g. Harbin, Tianjin, Chengde, Shanghai, Dalian, Jinan, Qingdao, Weifang, Nanjing, Kunming, Dali, Lijiang, Chengdu, Jiuzhaigou, Guangzhou, Shenzhen, Sanya (and probably some others that I have forgotten about!) Of all of them my favourite two cities are Kunming and Jiuzhaigou. I found Kunming to be a really comfortable city with many interesting places to visit. One of my favorite places is the Cuihu Park (Green Lake Park). It was really nice to walk among the trees beside the pools full of lotus flowers. Kunming offers visitors a huge choice of different types of food, including lots of ethnic minority dishes, which can't be easily found in Beijing. I still remember the 摩登粑粑 and the smelly beancurd, of course the 'Across the bridge noodles' are not to be missed. The scenery in the Jiuzhai Valley national park was absolutely breathtaking! I spent a whole day in the park walking around, breathing in the fresh air and taking pictures. I also had the chance to meet some Tibetan people and sample their butter tea (although it wasn't what I expected it to be!).

2. How about Chinese people?

Before I first arrived in China in 2006, I was a little worried that it might be difficult to get on with Chinese people because there is such a difference between Chinese and Western culture. However, I was pleasantly surprised when I got here. I found that most of the people I met were really nice and friendly, even if they did ask too many questions sometimes! However, this is not to say that all Chinese people are friendly to foreigners – this is definitely not the case. I have also come across people who were downright rude. While there were small things that used to make me feel strange, e.g. people spitting in the street, asking really personal questions and forcing people to drink alcohol during dinners, nowadays I don't really notice very much difference between myself and Chinese people. I think I have already settled in.

Then there are some differences between Chinese and British people. British people, whilst being polite, are generally more direct and straightforward than Chinese people; when we don't like something we often say so; however, in China, I noticed that many people won't directly reject something... this may be related to the concept of 'face'. I've also noticed that many Chinese people are often very 'busy' late into the evening. This doesn't happen very much in the UK or Ireland because we don't often need to work in the evening after we leave the office. We are must more careful to guard our time and not let private time be taken up by work.





3. Then what do you think of BNU?

Overall, BNU is a very positive place to study and work. I have had experience of both studying and working here and I'm really glad that I chose BNU. During my time as a student, I was able to get involved in lots of different activities which enabled me to get to know more people, both Chinese and foreign. I also really enjoyed my classes and most of my teachers were excellent.

The College English Department at BNU is quite well organized and teachers receive the support they need from the administration, however, I really do feel that the quality of teaching we provide could be improved if we had smaller classes, especially for oral English. It can be difficult to motivate a huge class, mainly because it's not possible to focus on each person as an individual. I also think that more English elective classes should be offered for students who want to take them. Students who choose a class often do so much better than students who are forced to take a class.

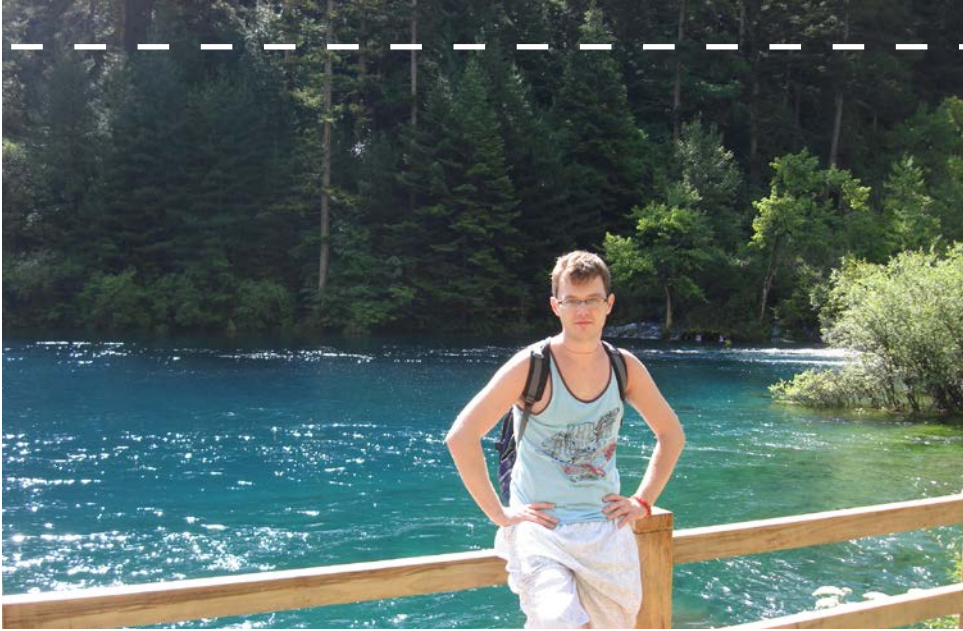
The BNU library is super and is home to a wide range of both Chinese and English books. I was always able to find what I needed when looking for reference material there. While I haven't really taken advantage of the sports facilities very much, BNU provides a wide range of opportunities for students to keep fit. I also love the choice of cheap, decent-quality food on campus.

4. Could you share something interesting about your hometown and your country?

One thing that a lot of people don't know is that the Titanic was built in my hometown, Belfast (Northern Ireland). It was launched from Belfast harbor in 1911. Being part of the UK, English is, of course, the most popular language in Northern Ireland. However, Irish and a dialect of English called Ulster Scots are still spoken in some places throughout the region. The most common language, apart from English, is Polish. Chinese is the most commonly spoken non-European language.

Another interesting fact is that people born in Northern Ireland are generally able to choose their nationality. They can normally choose to be British, Irish or both. Many people, including myself, have two passports.





5. Could you give us some advice on Chinese students traveling or studying in your country?

In general, life in the UK and Ireland will not be very difficult for Chinese students. The people are generally quite open and tolerant and most of us are very friendly and helpful.

One thing that I would urge students going to university in Western countries (and probably other Eastern countries too) is to pay attention to deadlines. Teachers will not accept work that is submitted late or, at the very least, there will be very heavy penalties for not submitting on time.

I would also urge them to get to know how to cook before going overseas. I know that many Chinese students become sick of Western food very quickly. Chinese food in western countries is also very different to the food that we can find in China. Therefore, if you want to eat 'local' Chinese food, you will have to prepare it by yourself!

Finally, brush up on your language skills! Please do not think that passing an IELTS, GRE or TOEFL test will guarantee success in an overseas university! There will be lots of reading to be done and presentations to be given. You must try to make sure that you practice English as much as possible before you leave China! Make better use of the English classes provided in university to help you do this.

This semester I also teach the Hande Business Reading class which has been very interesting for me. I have had the chance to get some experience of teaching reading. In the past I had only focused on writing and speaking so I had to think really carefully about how to teach reading. In the end, the approach that I decided upon was using exercises to make students 'actively' read the passages from our textbook. I hope this has worked and would love to get some feedback from the students!

I also teach an elective called: "An Introduction to Management". My major at university was Management and I studied an MSc in Communications, Training and Development, therefore I know a lot about the theory of business. I also worked in business for 5 years before becoming a student in BNU and then being a teacher. I wanted to bring my management knowledge and experience to BNU in an effort to help them to learn a bit more about the business world in English.



6. What's your favorite Chinese food? Who is your favorite Chinese star? Where is your favorite place in China?

I love spicy food and some of my favorite dishes are: Sichuan style hot pot, roast fish (烤鱼) and chili chicken (辣子鸡块). I also love to eat different types of noodles, dumplings and pancakes. However, I don't eat anything with pork or beef as I'm allergic to both of these meats!

I like to watch Chinese TV shows, e.g. 咱们结婚吧、金太郎的幸福生活, 乡村爱情 and 李春天的春天. My favorite Chinese star would probably be Song Dandan...she is such a great actress and makes me laugh all the time. Another Chinese-speaking star whom I really like is Alexander Wang (王力宏). When I started to learn Chinese, I listened to many of his songs who helped a lot.

7. What is your most impressive thing during living in China?

Many people ask this question! The thing that sticks out most is the number of people in this country! During my time working in Bank of China, I took the subway to work every morning during rush hour. The first day I got on the subway, I was shocked that there were so many people – there was no-where to stay and everyone was squashed into a tiny space. It was really uncomfortable but I got used to it quite quickly. Another thing that impressed me and still impresses me on a daily basis is the variety of food available here. I can literally eat food from different places in China every day of the week!



Experiences

2011 年从巴黎来到北京，现从教于北京师范大学瀚德学院，进行法语教学，与中国太太一起生活在北京。因为使用中文较英文来说更能传意，故得此篇中文采访。



BERTRAND A.J. MILLON

米隆博



Q&A

1. What do you think about Beijing? Have you ever been to any other cities in China?

我在北京生活了两年了。我从巴黎来。以前我觉得巴黎是个很大的城市，现在我觉得巴黎比较小，北京才是一座真正的大城市。北京有很多东西我喜欢，各种饭馆、各种造型优美的历史建筑。我现在已经适应了北京的天气。我开始喜欢冬天的寒冷，但是北京夏天的酷热我还是受不了。

2. How about Chinese people? Are we very different from people in your country?

刚来中国的时候，我觉得中国人说话声音特别大，跟法国人讲话的感觉完全不同。时间久了我慢慢习惯了。中国人很热情好客，去中国人家做客吃饭时，很快就能感觉到是在自己的家里。



3. Then what do you think of BNU.

我很骄傲在北京师范大学工作。北师大的建筑都很漂亮，学生们非常努力和优秀，一进北师大，就能感觉到这是一所非常棒的大学，给人要努力工作的愿望。

4. Could you give us some advice about Chinese students traveling or studying in your country?

去法国旅行，如果能够说几句法语，会给人很友好的感觉。其他的没有什么，做好自己就可以。

5. Please introduce the class that you teach to our audience briefly.

我教两个班的法语课。一个班有20名学生，一周有8小时四门课，另一个班30名学生，一周只有2小时的一门课。我很惊讶学生们学习法语的速度非常快。特别是一周学习8小时的班，他们已经可以说很多法语了。北师大的学生们带着兴趣和乐趣学习法语，让我很高兴。

6. Why do you choose to teach in China?

因为我太太是中国人，我们有两个孩子。为了家人，我来中国生活和工作。

7. What's your favorite Chinese food? Who is your favorite Chinese star? Which is your favorite place in China?

太多中国的菜我都喜欢吃，最爱的有红烧肉，北京烤鸭，宫保鸡丁，我现在特别渴望吃春卷，因为只有春节才吃到。真好吃！

像很多法国人一样，我非常喜欢李娜，我觉得她非常强有力，性格与其他人不同，她也非常的美丽。

我最喜欢去长城，我在不同季节都去过，它非常宏伟，又总是让人能够感受到它的情感。我觉得长城正准确地代表了中 国，有着伟大而悠久的历史，体现力量的同时，又不失其柔韧、亲切的一面。也像中国人一样，当你不认识这个人时，他给人感觉很生硬，强悍，一旦熟悉了，就可能会成为最好的贴心朋友。

8. What is your most impressive thing during living in China?

中国太大。





STEFAN KOMAR

Experiences

Since 1996 work at Albrecht-Grube Press, responsible for editing, book layout, etc.

Since 1999 work in Beratunasstelle Social Sciences Research Centre, responsible for conducting research in psychology and related topics.

Since 2006 work and teach in China.

1. What do you think about Beijing? Have you ever been to any other city in China? How about them?

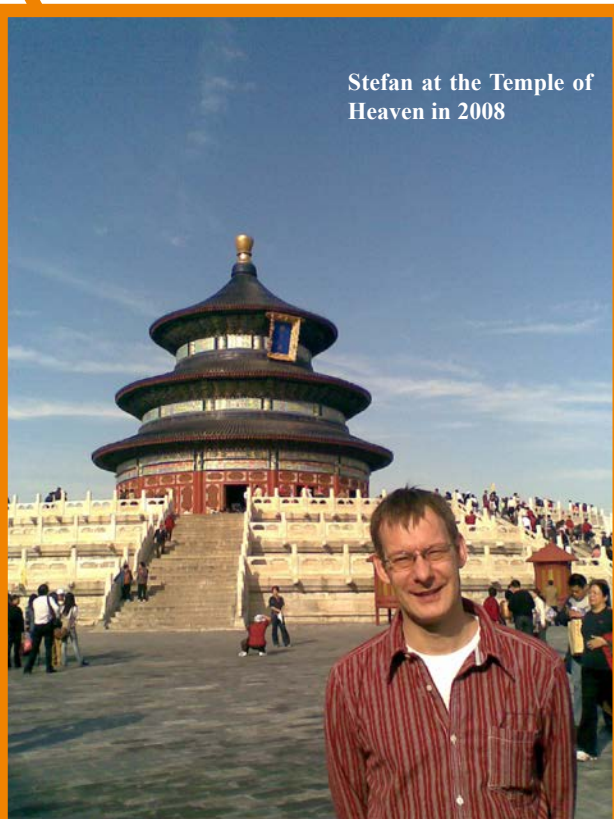
I am living in Beijing for about seven years now. Beijing is a very interesting city with a lot of things to discover. Sometimes I just stroll through the hutongs, and see where I get and who I can meet. There are so many places you can see and also many people you want to get to know. I really enjoy living here. And there is also not so much rain here in Beijing, so you don't have to have an umbrella all the time. That's quite good. You know, I am from the northern part of Germany and it's raining quite often there. On the downside of course there are the air pollution and the sand storms in Beijing. I also travelled to other places here in China. I have been to Liaoning, Hainan, Shanghai, Jiangsu und Zhejiang. In 2006 I spent almost a year at the Zheda in Hangzhou. This city is really my favorite. The West Lake is wonderful and the Linyin Temple is really worth visiting (see the picture of the Buddha). Although I like Hangzhou a lot, I prefer the northern food. I think it's maybe because it's a bit more similar to German food.



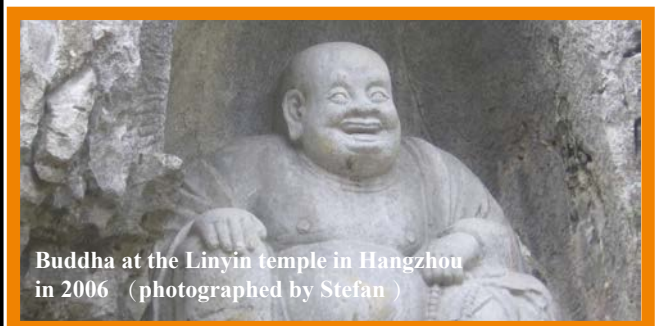
Stefan At the Maschsee in Hannover, German

2. Could you share something interesting about your hometown and your country?

As you probably know Germany is not really well-known for its food, but for cars, football and its economy. But actually Germany is not a large country. Compared to Chinese provinces, Germany is just a little bit smaller than Yunnan and the population equals almost that of Sichuan. In general, German cities are also smaller than Chinese cities. Our biggest city is our capital Berlin with about 3 million people. My hometown Hannover belongs to the biggest 15 cities in Germany and it has only a population of 500000. By the way, Hanoverians are very proud of their history: Although Hannover was part of the German empire, the kings of Hannover were the rulers of the United Kingdom in the 18th and the first half of the 19th century.



Stefan at the Temple of Heaven in 2008



Buddha at the Linyin temple in Hangzhou in 2006 (photographed by Stefan)

3. Then what do you think of the BNU?

I really like being here and being a teacher at the BNU. I haven't seen so much of the campus so far, but I am sure, it offers the best environment for the students. The facilities are excellent. I don't have to worry about anything and the staff does a fine job.

4. Could you give us some advice on Chinese students traveling or studying in your country?

I think Germany is a great country to visit and also to study in. In general Germans are very friendly people, and if you have a problem they are always ready to help. I think you can easily get along with Germans, and you don't have to be nervous to do something wrong. By the way the best time for travelling to Germany is just before Christmas. All the cities are festively decorated and there is a Christmas market in every city, where you can buy Christmas sweets and traditional handicraft.

5. Why do you choose to teach in China?

Actually it was not planned. I did an internship in a small Chinese company here in Haidian. My work there was part office work and part teaching. And as I was just about to return to Germany, a good Chinese friend of mine asked me to teach with him in a big language institute in Chaoyang. That school had just opened a new German department and needed some teachers. So I stayed.



6. What's your favorite Chinese food? Who is your favorite Chinese star? Where is your favorite place in China?

I really like Xinjiang food. It's something I can eat almost every day. And I also like all kind of rice dishes, e.g. Disanxian, Tudou Niurou Gaifan. Maybe because I am German, I also love those Ha'erbin sausages and this dried beef from Inner Mongolia. You know, Germans normally eat a lot of meat. My favorite place? I spent my first year in China in Hangzhou and that's also my favorite place. I have a lot of good memories of the time I spent there. And I still keep contact with a lot of people I have met there.

7. How about Chinese people?

Most of the Chinese I meet are nice and warm-hearted people. Several times I have been invited to spend Spring Festival with a Chinese family. Spending the festival with a Chinese family is a fantastic experience. I really appreciate being invited to that. You know, in Germany Christmas is celebrated with close family members only, and I can't remember that someone else was ever invited to my family at Christmas.

8. What is your most impressive thing during living in China?

The most impressive thing here in China is how the country - and especially how Beijing - has changed in the past few years. If you go to a restaurant here in the city, you can never be sure it will still be there in a month. Everything's changing so fast, that is really impressive.

Experiences

The classes I teach in BNU are undergraduate English speaking and listening (with critical thinking), postgraduate advanced English writing, and a course in foresight. I hold the opinion that, not only in study, but in the life, maintaining self-awareness plays an crucial part.



DAVID KOENIG

1. Where have you traveled to in China? What's your impression of China and Chinese?

I have traveled to Houhai, Tiananmen Square, and the Forbidden City. I went to the Forbidden City at night for a New Year's concert, and found the grounds to be pulsing with haunting history. My general impression of China and Chinese is that China is advancing at a breakneck pace, for both better and worse, and that the Chinese people I have met have been uniformly hard-working, honest, and curious. I believe the Chinese people have the capability to intelligently further themselves, their country, and the rest of the world.

2. May I know something about your country in your eyes? About culture, finance, festivals, or something students cared more.

The greatest strength of where I'm from -- the U.S.A. -- is the vitality and open possibilities that has come from generations of immigration (the so-called "melting pot"). For example, even in my relatively small town of Williamsburg, VA, one can find relatively high-quality Chinese, Indian, Moroccan, Italian, and Vietnamese restaurants.

3. What's your view of BNU or your career here?

BNU seems like an oasis amid Beijing's general hustle and bustle. Although people are still quite busy here, the place seems infused with higher purposes -- such as learning, wisdom, and positive action. My highest goals are to 1) consistently maintain my self-awareness, and 2) enable others to do the same. I feel like I have been able to do that since coming to China, both inside and outside the classroom. I am less interested in teaching content, than in teaching the skills of maintaining self-awareness, critically thinking, and cultivating foresight.

4. Please give some advices of Chinese students on studying in your country.

My advice for Chinese students studying in the U.S.A. is first and last to simply maintain their self-awareness; to "do what they are doing." If they do this they will know what to do, and when to do it.

5. And please tell me what is the most impressive of you in China, a word, a thing, someone, or something?

I have been most impressed with my Chinese girlfriend, despite a very humble and challenging childhood, she has persevered to be a mindful, kind, optimistic person who I am sure will wonderfully contribute to the world.




6. I'd love to hear about your experiences, and what you mostly want to say about the life and yourself?

My greatest learning experience has probably been when I was ill for a period of twelve years. During much of this period I felt considerably disabled. I did however always do my best to maintain my self-awareness, and I believe that that ultimately played a major role in helping me to find a cure for my illness and heal myself. Most of all, I feel like being ill reinforced to me that what is infinitely more important than what we do is "how we are" -- the quality of our consciousness; that that is what determines our present, and our future.

7. And we want to get some details of your classes, to introduce your classes to our college.

The classes I teach are undergraduate English speaking and listening (with critical thinking), postgraduate advanced English writing, and a course in foresight. As I mentioned, I focus in all of my class on teaching skills that will help students to learn better, become wiser, and to consciously evolve, no matter what they are learning. As the Chinese proverb goes: "Give someone a fish, feed them for a day. Teach someone to fish, and you feed them for a lifetime."

8. How to learn and use English well, to our Chinese students?

My main advice for Chinese students learning English comes from my own experience learning foreign languages, most recently Chinese. I have found that I learn foreign languages better when, 1) I know WHY I am learning the language; why is this important to me? What are my goals? Why do I care about this?...for example, my current main goal for learning Chinese is so I can get to know my girlfriend and her family better; 2) I, no one else, am in charge of my learning, because no one else knows better than I do how I learn best (note: this does not mean that one shouldn't take classes, or rely on others; just that they should only do so if it is an active CHOICE)... an example is that I have relied less on classes and more on learning through Chinese-only conversation practice with my girlfriend, in which I FORCE myself to use only Chinese, because I have found that more useful; and 3) I learn things that are relevant, fun, and interesting to ME for example, I am passionate about and love movies, and so I have found I am motivated to learn when I watch Chinese movies both to learn Chinese, and to use the Chinese I have learned to better understand the movies themselves. 



跟朋友一样



撰 文：2013级国贸 高子萌

我采访的两位外教都是我自己的老师，所以总的来说挺顺利的。在整个采访中，我最大的感受便是，像在跟朋友聊天一样。

首先是英语阅读外教Clive，我把采访邮件发过去没多久，他就回信告诉我很快就会回复。说实话，第一次用全英文发邮件，还是采访我的外教，我真的挺紧张，连小小的邮件稿都要检查多次确定没有语法错误才敢发出。而这种紧张感没过多久就消失了，Clive的回复一直写得非常认真，每个问题都回答得很仔细，还告诉我有什么不足的地方就告诉他，他再优化答案。有时还跟我开开玩笑，让我感觉是在和朋友聊天。其实看到Clive最喜欢的演员是宋丹丹的时候，我很震惊，也觉得有些搞笑，真没想到看上去挺年轻新潮的他会喜欢这么具有本土特色的演员，但同时也说明，Clive是真的融入了中国的生活。在课堂上时，Clive不仅会根据文章教给我们关于经济的英语，还总是先让我们思考并用英语交流一些经济的问题，等我们有了初步的想法之后再读文章，这样一来我们理解就容易多了。常规的英语阅读对于大多数同学来说都是比较枯燥无味的，但Clive精心备课，从文章理解出发，设计了许多问题，一边学一边做题，加深了我们对许多字词的理解。另外，课前和课间的空闲时间，Clive也没有浪费，总是给我们放一些英文歌曲或者英语新闻，等等，还会给我们介绍一些关于他家乡的知识，让我们在阅读学习之外对英语文化也有了更多认识。

然后是德语外教Stefan，我虽然检查了邮件，但还是发错了一个问题，过了好几天才发现。当时我非常担心，立即发邮件道歉，重新发了问题。而Stefan在回复中说并不介意，还用诙谐的语言消除了我的尴尬，我非常感激他。同样，Stefan的回答也很全面，真切。总是听别人说，德国人大多是非常慎重严谨且不苟言笑的，但Stefan完全颠覆了大家的想象。他是个心理年龄小于实际年龄的人，讲课的时候中英德三语并用，声音和图画齐出，再加上许多形式新奇的学习方式，例如情景模拟，词汇比赛等等，总能让同学们全身心投入，学习热情高涨。Stefan的笑容非常多，给人非常温暖的感觉。圣诞节的时候，Stefan还给我们每个人都准备了巧克力，非常贴心。有了Stefan，就算每个星期一三五都要早起去上德语课，想想也没那么让人抓狂了。哈哈，对了，我们还给他起了个外号，叫“史呆萌”，有这么一个“呆萌”的德语老师，相信我们每个人的德语都会学得很好。

总的来说两位老师都非常平易近人，与我们的关系像朋友一样自然，也很积极配合我们的采访。我很高兴能够采访他们，也很感谢他们！

咱们缺这股爽利劲儿

撰文：2013级国贸 冯雨晴

上了Ms.Ostrach一个学期的课，说不上有多了解，但是给我留下印象最深的就是她的那股“爽利劲儿”，那有一点点像破产姐妹里Max的洒脱，又有一点点像北京大姐的干脆。最初有些不适应，后来倒也渐渐开始欣赏起来。

她是个有什么说什么的人。当你表现得不好，她会毫不吝惜赞美之词；而当你表现得有所失水准，她就会直言她十分不满意。赞赏或者是失望，Ms.Ostrach给我们的是最为直接的感受。习惯于含蓄情感的我们，面对这样的“情感风暴”，自然是有些不适应。刚开始，我觉得奇怪又有点微微害怕，所以在心里默默称她为“如水一般多变的‘女纸’”。后来我渐渐意识到，这种“多变”是难能可贵的，说明她在关注我们每一个人，在积极地给予我们回应。

我们需要这种文化情感上的碰撞，若是一味以“中国之道”行事，那么我们仅仅是在接受一个戴着洋面孔的人传授知识，而不是真正的从学于外教。Ms.Ostrach说她在慢慢适应中国，但是我却希望她能在“中国温和”的薄壳下保留着这样的态度——有鲜明的喜恶，有直言的勇气。这值得我们每个人学习，或许这种“直接”不适用于中国社会生活，但是它能拔高人的精气神儿，我一直是这么坚信的。

她是个敢想肯实干，无法得过且过的人。从经历就能看出Ms.Ostrach应该是学霸无疑。学霸的特质：想法大胆、实践力强、完美主义者，她三条全中。嘴里的中文还不麻溜就敢自来中国生活；接手全新实验班，由教学计划到备课上课，一切由地基开始；面对着shy到家的孩子，依旧叫他们loudly。绝对不让自己松懈，也不对自己的学生松懈，坚信着他们能有更高水准。其实她完全可以在期末考试时候给我们来个下马威，但是她不允许“放任自流”。结果呢，她只说着“你好”“谢谢”也在中国活得有滋有味，游遍大好河山（惭愧，有的地方我还没去过）；她课的风格自成一派，少了应试的枷锁，让我们知道什么是纯正地道的英语；一个个期中时对话“really poor”的孩子终于在期末自信地完成了presentation。不是因为无所谓，她才不顾忌一些事情，而是因为她相信每个人的无限潜力，她知道她自己、我们都可以精益求精。幸得这次采访，让我知道原来她不断的要求不是源自失望，而是源自信任。

有一点她说的特别对，永远也别透过一个人看一个国家，或者透过一个国家判断每个人的特性，那样着实有偏差，就像是Ms.Ostrach有着“传统意义上”美国人的大胆、德国人的认真、英国人的寻求完美，甚至带着些许中国人的刻苦精神。也正如我们每个人一样，我们都是传统意义上的中国人吗？应该庆幸我们不是，否则谁能揭竿而起，谁能开疆辟土？“X国人”的概念不该是死的，它应该如鱼一般畅游于一片汪洋之中的。谁说我们不能做那个爽利直接、大胆进取的中国人？谁说他们不能成为温和坚韧、无比刻苦的美国人？

我们总以为自己是透过外教看世界的，事实上，我们都在透过外教、透过世界看我们自己。📖

他们缘定中国

撰文：2013级国贸 龙雨璇

谈起葡萄牙与法国，或许我们想到的只是C罗与美酒，浪漫与时尚。我们主观地认为葡萄牙人应该有强壮的体魄，热情的性格，法国人就该风度翩翩，感性十足。是的，我一直也这么认为，采访欧志宁与米隆博两位老师之后，我想葡萄牙和法国，两个离我们数千公里的欧洲国家似乎离我们更近；葡萄牙人与法国人，两个同我们不一样的欧洲人似乎与我们联系又那么紧密。

欧志宁老师在学生眼中是一个很羞涩很负责的老师。老师高大帅气待人谦和，英文流利，中文也很棒，工作时一丝不苟，经常与同学沟通，不耐其烦地为学生解答问题。采访的时候，我有遗漏，不时打扰他，他从来没有抱怨过，每次都很认真地回答，分享自己的照片时则十分羞涩。他很乐意向大家介绍自己的国家，希望有更多的中国人理解葡萄牙，他会给学生讲述关于葡萄牙的故事，分享葡萄牙的一些照片，还给学生做过一些葡萄牙传统的小吃。也许你对葡萄牙还不太熟悉，还只停留在澳门的影子里，那么让我们通过采访，更多的了解这个来自远方的老师，了解美丽的葡萄牙。

19世纪学贯中西的大学问家辜鸿铭在《中国人的精神》中说过：“世界上似乎只有法国人最能理解中国和中国文明，因为法国人拥有一种和中国人一样非凡的精神特质。”相信看过米隆博老师的采访，你会认这番话。米隆博老师是这期采访中唯一一个用中文作答的老师，我没有想到他中文如此得好，对中华文化这么了解，谈起中国太太，在中国的生活他更是滔滔不绝。最让我吃惊的是他对长城的喜爱和理解——“我觉得长城准确地代表了中国，有着伟大而悠久的历史，体现力量的同时，又不失其柔韧、亲切的一面。”仿佛他是个地地道道的中国人。

采访之前，我在想着，是什么力量让他们漂洋过海，跨过一道道阻碍来到中国，又是什么力量让他们学习中国的语言文化，进入北师大校园，成为国与国之间交流的桥梁。采访完两位老师之后，心中有了答案，那种力量，那样强大的力量一定是源于对中国的喜爱，对文化传承的使命感。

他们缘定中国，北师大缘定他们。📖

期末导航

撰文：2013级国贸 王佳硕



国贸班同学听师姐讲解

工管、会计班与师兄交流

工管、会计班与师姐交流

12月6日晚8点，在教二103教室里，国际经济与贸易班的期末导航活动准时拉开序幕。

首先是院学生会学业部部长、12级国贸班团支书胡绪千师兄进行经验介绍。他首先告诫我们不要加入太多的社团，可以体验，但也一定要量力而行，在参加社团的同时要思考是否值得，是否能从中找到自己的价值；其次，师兄提到我们要养成定计划的习惯，严格按照计划执行，保障学习成绩，只有各科成绩不低于80分才能参评专业一等奖学金；接着，师兄亲切地鼓励我们，在面对困难不要惧怕，而要以积极的心态面对，想着怎样去解决；最后，师兄告诫我们一定不要孤注一掷，未来的道路充满变数，我们现在唯一能做的就是将能做的都做好，不要将自己束缚在“此一时彼一时”的目标里。

第二位是经管学院分团委学术竞赛部部长、12级国贸班学习委员陈基平师兄进行经验介绍。首先，他说大学数学课程内容多，很难全部都能听懂，所以我们要自己多做题进行巩固、练习，并且适当做难题，在考试的时候要保证基础题不错；接着，师兄强调了数学学习



中概念的重要性，我们应该熟练掌握书中的基本概念并尽量多地掌握老师所讲的延伸概念，有意识地培养自己一种数学思维能力，将有助于解决难题；接着，师兄告诉我们考试的时候不要紧张，不能一心追求速度而丢失了正确率；然后，师兄又强调了基础内容的重要性，如微观经济学原理就是一门基础课程，在以后的学习中会频繁应用，所以一定要学好；最后，师兄说我们要牢记“兴趣与目标相结合”，这引发了大家对自己现有生活与学习的思考。

第三位是12级国贸班学霸吴丹萍师姐，她重点介绍了数学学习的经验。她说课下多下功夫是重中之重，对于数学学习，首先要端正态度，不以厌烦的态度来面对数学，其次要掌握好的学习方法。善于思考，对于不懂的东西不要只让它停留在脑子里，而是要动笔写出来，如果定理不懂，就可以动手抄，多抄几遍也许就会豁然开朗。师姐说：“数学是最简单的关系学，因为数学中的各种关系是稳定不变的，只等待着你去发现。”这句话给我留下的印

象颇为深刻，师姐如今正在辅修数学，并逐渐在学习中发现了数学的美。我想，吴丹萍师姐对于数学的学习真的是我们的榜样。

第四位是12级国贸班杨康师兄。他首先说“大学里很多事情靠运气”，所以我们不应太在意结果，而应注重过程的积累；其次，我们要学会把考试和学习过程分离，可以多做一些考研数学题；接着，师兄告诉我们大学要注重能力的挖掘，包括科研能力与社交能力，做一件事不要从一开始就不喜欢，也许在进行的过程中会发现我们的兴趣正在于此；最后，他说要想和别人组队做事儿，首先要亮出自己的闪光点，这就要求我们首先要努力完善自我。

第五位是12级国贸班冯波师姐，她强调了学习总结的重要性，通过总结，我们需要掌握所有的例题与方法。在微观经济学原理的学习中，根据一张图，用自己的话说出这张图在讲什么，这不失为一种学习微经、帮助我们理顺思路的好方法。

最后一位是12级国贸班左越师姐，她首先强调休息好的才是最重要的，早睡早起的习惯是十分必要的，这可以使我们保持充足的睡眠及良好的精神状态。在期末复习时，切记不要带手机，只是去看书，否则会降低学习效率。



工管、会计班与师姐交流

国贸班同学正在做笔记

师兄师姐们为我们介绍了很多经验，从学习到生活的方方面面。一场活动下来，我们每个人都受益匪浅。这次导航活动让我意识到，首先，大学并不是“学习没那么重要了”，而是“能力与学习同等重要了”，我们不能做只会学习的书呆子，能力的培养同样该被提上日程。其次，也许大学过分自由的生活会让我们感到迷茫，忙碌到忘记了自己的初衷，但是在这样的大环境下，我们更应该保持清醒，找到自己的价值所在，将兴趣与目标相结合，不要每天忙忙碌碌却最终庸庸无为。再者，在大学，也许考前几周的突击足以保证一个好的分数，但要想真正学好，还是要靠平时一点一滴的积累与努力，学习从来都是学生最重要的本职工作，所以，不要浪费一分一秒，我们拥有青春，但它不够我们挥霍。最后，无惧困难，乐观面对生活中的一切，充满兴趣地做学问，用发展的眼光看待每一件事物，这是成功最基本的要素。

我始终觉得，在最美好的年华里，与大家一同奋斗，是一件多么美好的事情！带着师兄师姐们传授的经验，我们会轻装上阵，以饱满的精神状态面对每一个明天。



期末导航

撰文：2013级金融 黄晓迪

在期末考试即将来临之际，为了进一步让同学们了解大学的考试形式及准备方法，并提高学习效率、完善大学生活，金融班与经管院分团委联合举办了第一次“伏流·系列沙龙”之“期末导航”活动。来自经管院2012级的十余位学姐学长接受了本班邀请，于12月6日晚8:00在教二108教室针对各个学科的学习、应试方法及社团、竞赛等活动进行了讲解。

本次沙龙活动由2012级金融王立斌学姐及本班团支书黄晓迪主持，2012级金融王腾慧、李亚茹、唐雪坤、许磊、刘嘉琦、肖敏担任本次活动嘉宾，针对各个学科的学习方法及考试经验一一进行了细致全面的讲解。以上嘉宾均为奖学金获得者，学习成绩在年级名列前茅，更获得了许多荣誉称号。在他们的讲解下，本班同学们看到了自己与他们之间的差距，吸取他们的经验，认真地记下了重要笔记，并踊跃提问，将自己在心中郁积已久的难题在此次活动中与大家分享，并共同解决。

介绍完学习方法及考试经验，卢哲学姐向大家介绍了她充实的社团生活，为同学们更好地经营自己心仪的社团提供了宝贵的意见及建议。许多同学曾有着共同的迷惑，如怎样解决学业与多项社团活动间的冲突等。在与卢哲学姐的沟通交流中，大家解开了心中的结，懂得了取舍的重要性，并且重新制定了社团活动计划。



随后，原铭学姐向大家介绍了大学竞赛的重要性及必要性，并强调参与竞赛要建立在自己的兴趣及学有余力的基础上。杨呈宁学姐亦就自己作为宿舍长的经历与大家进行了交流共享，谈到了宿舍气氛对集体成绩的重要性，并向同学们提出了许多实质性建议。

此次活动本班同学几乎全员参加，大家十分认真地听取学长学姐们的经验之谈，提问积极，气氛活跃，并记下了重要的笔记。本次伏流沙龙在轻松愉悦的气氛中让同学们对大学生活有了新的认识，为同学们更完善地规划大学生活、准备期末考试奠定了十分坚实的基础。

“在决定活动时间的时候，由于工商管理没有大二的师兄师姐，我们考虑到课程的重叠性与会计班合办了此次活动，最终请到两位工管的大四学姐来到现场。

同时，我们综合考虑了各班的集体活动时间以及各学生团体的活动时间，努力协调，避免冲突，确保各班都能最大限度地来到足够多的人。以免出现师兄师姐多，大一学弟学妹少的尴尬局面。为此，我们让各寝室的室长统计了每个寝室确定到场的人数以及问题，同学们积极支持，问题也非常丰富、有意义。

其次，在宣传方面，我主要采取了互联网媒体网络宣传、口头宣传，挨个寝室宣传的策略，力求所有的人都得到通知。在购买物资方面，我和会计班负责人肖本志根据到场师兄师姐人数买了矿泉水和纸巾，另外以巧克力作为礼物表示感谢。

存在着一些不足，例如：1、交流形式单一，一对多的交流方式可以拉近距离，也会导致信息分散，有些坐得较远的同学问不到问题。2、问题偏题。问题多元很好，但是多也会带来杂和乱，导致无法达到活动真正的目的，即导航期末。3、考虑不周全。因为师姐只有两个但同学却很多导致师姐说话离得较远的同学听不到，师姐说得很费劲。

但是活动整体效果很好，同学反映也很好。相信以后只要发扬长处、克服不足，我们一定可以把接下来的活动办得更好！”

——学术竞赛部 2013级工管 欧芮利

五位经济班师兄师姐热情讲解



“师兄师姐都相当的热心，准备地非常充分，通过分工合作为我们讲授不同的部分，学习、社团、竞赛、生活、班级管理5大方面，而且学习中还详细的分到了每一科。整个思路清晰明了，对同学们帮助很大，更重要的是，这种组织活动的思路也非常值得借鉴。此外，师兄师姐还结合自身经历，与我们分享了他们的心得体会，让依然处于迷茫慌乱中的我们收获颇丰。

组织中仍然存在一些不足，比如团旗、媒体设备等的准备不够完善，时间安排有些失误。同时，同学们的积极性没有被非常完全地调动起来，一些同学也忽略了礼貌问题，在结束时有些烦躁。这些问题在今后一定能通过沟通等方式有效解决。”

——组织部 2013级金融 黄晓迪

组织者们有话要说

今朝月明愈胜昔

撰文：2013级金融 杨流



一年一度的明月杯篮球比赛开始了，作为一名大一新生，我也很幸运地参加了这次明月杯。不过，去年经管在小组赛中表现不佳，再加上今年有几名球员不能参加，经管并不被外界看好。对于我来说，从我加入这支球队到开始比赛也不过短短三个星期，与其他队员的配合都还有问题。尽管如此，我们依然对自己充满信心，我们相信通过自己的努力，经管人能够创造奇迹，能够证明自己。

按照惯例，每个周六的早晨6点半我们都会与其他球队打热身赛。不到6点，负责的高铭队长就会给每个队员打电话叫我们起床，体育部的梁爽师姐会早早地给我们占好场地，而体院的教练马指导也会提前到场给我们布置战术，讲讲注意事项。队员们在场上当然也是竭尽全力，利用每一分钟练习战术，加强配合。每次比赛后，大家都会盘坐在一起，讨论今天比赛的不足，哪里防守有问题，谁谁忘了战术等等，然后会在下次训练中加强。队内的师兄们对我也十分照顾，经常给我鼓励，给了我更多信心，也让我很快融入了球队之中。

让我印象最深刻的一次是晚上我们与地遥的热身赛，当时由于许多原因，我们输得很惨，对我们的打击很大。比赛过后，大家都很难过，虽然教练一直鼓励我们说没什么，但大家都难以平复沮丧的心情。散了之后，虽然已经晚上10点多了，我们有7、8个球员一起到学16楼下的大厅，然后大家每人说出自己对球队所存在的问题的想法，一直说了差不多一个小时。大四的张博方师兄给我们讲了前几年经管夺冠的故事，其实那时他们也像我们一样，面临着许多困难，不

过，他们最终战胜了困难。最后，大家也渐渐找到了信心。

明月杯上，虽然小组赛我们一直跌跌撞撞，最后还是成功从最困难的小组中出线，然后淘汰赛阶段，我们先击败政管，然后在半决赛赢了一直不好对付的地遥，杀入了决赛。而决赛我们对阵的是曾在小组赛中险胜我们的卫冕冠军——数科。

决赛前几天的训练并没有紧张的气氛，我们依然和往常一样说说笑笑，教练也没有什么特别的安排，更多的是鼓励我们，告诉我们不要去想比赛结果，去享受过程就好了。此外，教育和地遥的教练也给我们面授许多小技巧。一直到比赛那天，我们都信心十足，因为我们做好了充分准备。果然，一上来我们就打的数科摸不着头，第一节我们14比7领先，这让数科很着急。不过，他们及时做了调整，加强防守，并且更多地制造我们犯规，这让我们很难受。他们不仅通过罚球反超比分，还让我们两名球员5犯下场。但是我们并没有放弃，虽然两名球员脚已经抽筋，依然坚持上场比赛，最后两分钟的时候我们追到只差一分。然而最后，数科通过两次防守反击锁定了胜局。

虽然我们最终只获得亚军，但回想起来，我们依然值得庆祝。从最初的不被看好，到最后离冠军只有一步之遥，这过程离不开每个队员的努力，我们应该为自己感到骄傲，毕竟我们都竭尽全力，而且我们实现了自我超越。在此，也感谢每个为经管男篮呐喊的人，感谢每个为经管男篮付出努力的人。



贴切

才能引起共鸣

——记经管“一二·九”大合唱

撰文：分团委宣传部

就在12月9号前的两个月里，每当走出后主楼16楼的电梯，你准会听到这句优美的歌唱——“我和我的祖国，一刻也不能分割”——饱满的声音里有着几分纯真和认真。

也许正是这几分有着连续性的认真劲儿，让参加本年度“一二·九”合唱的经管同学在12月8号晚的表演中画上一个完美句号。正如参加了这次合唱的郭一鸣同学说的，“这不仅仅是一个优秀的名次，更是一次经历，一个埋在心中的梦”。

几乎每个新同学加入“一二·九”合唱队时，都是怀着忐忑心情的。与其说是忐忑，倒不如说是对新鲜事物的好奇和未做之事的确定。甚至可以说，都对自己有着怀疑——

我能行吗？
我能坚持下去吗？
我能超越自己吗？





大家都有不相信自己内心“声音”的时候，都有不相信自己有朝一日能唱得动人、惊艳全场的时候，都有不相信自己能够得到全场观众发自内心掌声的时候。

经管的合唱队员们也是这样。但正如没有妥协就没有进步，没有怀疑自己也就没有重新认识自己的灵感。

也许所有人都懂得这样的道理——辉煌需要努力来积淀，只有奋斗才能让一个人充满信心。但并非所有的人都可以将坚持一以贯之、将努力毫不废弛。

经管可以，并且做到，而且做到好。开始时略带杂乱的声音、不能完全认同合唱的事情并没有打乱同学们的节奏。跑调带不走那份慢慢长大的认真，疲惫打不消那份从无到有的热情。

大家拥有一个共同的目标，尽管目标的呈现是一个从模糊趋向清晰的过程，然而彼此之间的相互鼓励和陪伴也成了向着目标努力前进的明灯。领唱李怡同学在谈及本次合唱时说，“印象最深的是经管人的凝聚力，我们不是一个人在战斗，每当我们累得想要放弃的时候，都会因为所有人的努力和坚持而坚守着我们一二·九的信念”。

两个月，在人生的长廊里一扫而过，可以被轻易忽略。然而，时间在指缝间的流淌、歌声在空气中的震荡要比光阴暗淡地溜走更为诗意，也让人更易牢记。两个月，做到好，足矣。

两个月，几十次排练，无数次的发声、和声，数不清的泪滴和秘而不宣的啜泣，一次次的修正是对失败的否定。正如一句广告词所说，“上千次的否定，只为一次肯定”。

两个月来，来自整个学院的关心一次次温暖着合唱队这个临时组成的大家庭。来自老师们的问候，一次次给了这个大家庭力量。

我们有理由认为，成功只属于将合唱进行到底的同学，只有他们才知道背后有过多少辛酸。我们也有理由相信，辉煌从不属于某一个人，不仅仅因为它是一个宏大的词汇，更是因为更大的辉煌需要更多人的合力创造。

而今天，翻越了“一二·九”这座大山，辉煌属于合唱队的每个声部里的每个声音，辉煌属于为辉煌的创造而付出的青春。负责这次合唱的院学生会文艺部长任潇艺说，“这是前所未有的，是同学们创造的奇迹，没有同学们，就没有这首完美的《我和我的祖国》，就没有这份成绩，就没有这个永远难忘的一二·九”。

“一二·九”，它是时代的符号。在那个时代，它承载国家民族的使命感。而现在，它褪去历史的厚重感跃然纸上也会成为经管院浓墨重彩的一笔。而现在，无论是引吭高歌还是低吟浅唱，它都是经管人心目中的绝响。而现在，经济与工商管理学院的同学用他们的实际行动重新诠释了一种责任，一种担当。

时间回到8日晚。

灯光缓缓打开，现场开始安静，经管人淡定而又齐整地出现。清脆的钢琴伴奏声流淌。领唱伫立在那里，目光清澈，自然。指挥召唤着，引领着，男声和女声应声相和。

这蓬勃向上的合唱，绵厚悠长。从容，温暖，高贵。跳动着生命的脉搏，勃发着青春的激情。

正如分团委书记张璇老师所形容的：整个过程像是在认真讲一个故事。故事足够贴切，才能引起听众共鸣。

古罗马诗人贺拉斯说过，一首诗仅仅具有美是不够的，还要有魅力，要能用作者的意愿左右读者的心灵。任何文艺作品都是如此。经管的合唱有魅力不张扬，用内涵和实力赢得了在场听众。

社区青年汇



撰文：分团委社会实践部 周思廷 李 怡

2013年12月19日下午2:30-4:30，由我院分团委与京师JA，政府管理学院分团委联合主办的社区青年汇在北京市朝阳区新奥购物中心成功举办。

社区青年汇由北京市共青团主办，是依托基层社区，在青年居住、工作聚集区域建设的，以青年城市融入培训、交友联谊、文体娱乐、教育培训、法律心理服务以及青年自组织发育等为主要服务内容，在青年身边的地域性活动平台和团组织主导的区域性基层青年组织。

活动当天，我院魏孙媛、李超然、孙奥、刘想分别讲授了记账和收支储蓄表相关内容，控制预算的重要性，货币的时间价值模块，以及投资的相关知识。在讲授完概念之后，用一个小题目增强了课堂的互动性和趣味性，也加深了大家的理解。最后，活动以全体人员的合照作为句号，圆满结束。

此次社区青年会活动，一方面锻炼了志愿者同学的讲授能力，将所学经济知识内化并教授他人，另一方面使得社区青年在志愿者的引导下积极地参与互动，提出了自己的问题，想法和见解，并且对于贴近生活的经济知识有了更加深入的了解。无论社区青年、工作人员还是志愿者都收获颇多。



2013 年经管学院大事记

3 月 27 日

获得北京师范大学十佳宣传
单位奖



4 月 24 日

“京师经管名家讲坛”
第 24 期成功举办



5 月 28 日

“京师经管名家讲坛”
第 25 期成功举办



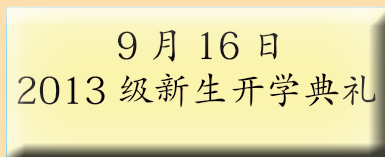
6 月 6 日

太阳杯决赛经管队夺魁



9 月 16 日

2013 级新生开学典礼



9月26日
 我院稳居Eduniversal全国最佳
 商学院排名前列

	Rank	Dean's recommendation rate 2012
Tsinghua University - School of Economics and Management	3	333%
Peking University - Guanghua School of Management	4	320%
Shanghai Jiao Tong University Antai College Of Economics & Management	5	252%
4 Palms - TOP Business Schools		
Nanjing University School Of Business	1	185%
Tongji University - School of Economics and Management	2	174%
Zhejiang University School of Management	3	113%
3 Palms - EXCELLENT Business Schools		
Shanghai University of Finance and Economics (SUF)	1	210%
Renmin University Of China - School of Business	2	207%
Beijing Normal University - School Of Economics Business Administration	3	150%
University Of International Business & Economics (Uibe) School Of Business	4	121%
Wuhan University School Of Economic & Management	5	108%
Shanghai Institute Of Foreign Trade (Sift) Business School	5	108%
Tianjin University - School Of Management	7	97%

10月30日
 北师大经管学院 - 马丁路德大学学
 术交流周



11月13日
 伦敦政治经济学院 (LSE) 到访

11月13日
 2013级迎新晚会圆满落幕



11月29日
 西班牙瓦伦西亚大学经济学院访问

12月10日
荣获一二·九合唱比赛
一等奖



12月13日
《北京师范大学经济与工商管理学院
年鉴(2012)》正式发布



12月13日
意大利马切拉塔大学校长到访



12月19日
德国罗伊特林根大学欧洲
商学院教授到访

走进 校友

我和师大30年

——专访师大78级优秀校友刘松柏

学生记者：2011级金融 华方圆 周晓敏

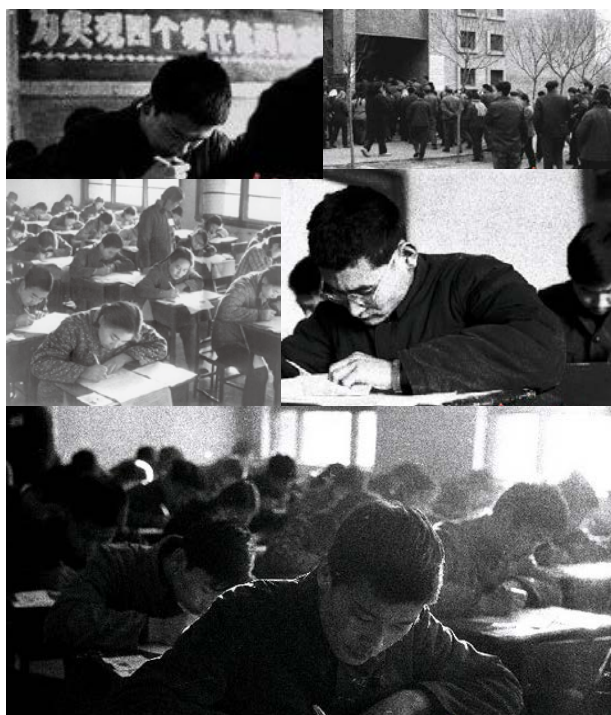


刘松柏，北京师范大学经济系78级校友，曾任北京师范大学经济管理学院副院长，MBA首届主任，现任北京师范大学图书馆馆长。

初见刘松柏，只觉得他温文尔雅，目光锐利，身上既有属于学者的儒雅风度，又有属于管理者的干练气质。在一个多小时的采访过程中，刘松柏和记者分享了他在母校北师大求学、工作的美好记忆，和一路走来的人生感悟，现在，让我们一同走近刘松柏，领略属于他的师大情结。

师大求学

高考



谈起刚刚结束的高考，刘松柏回忆起自己当年参加高考的经历。1978年正是中国恢复高考制度的第二年，在这样特殊的大环境下，当时已经做了六年中学教师的刘松柏告别熟悉的工作环境，选择参加高考。他回忆道，“当时我高考时已经教书六年了。很多人不在学校工作，就已经去工厂做工人了，如果不再接触这个环境，再去参加高考是很难的啊，还是得利于当时的政策。”由于多年教学经验和补课自学奠定了扎实的基础，刘松柏的高考过程十分顺利，结果也很不错。回想起当年的作文题，他说，“那时候考的也简单一点，像作文什么的，写的都跟自己的工作、经历有关，写的是真情实感，不是编出来的东西。”因为做老师的经历，师大就成了报志愿时的首选，刘松柏与北师大的缘分也就此结下。

不像现在的大学新生经常会出现“迷茫期”，刚进入大学时，刘松柏坦言他并没有不适应的现象。因为77、78级高考考生的特殊性，大部分学生都是工作之后再来的大学，很多都是带薪脱产，虽然薪水不是很多，但在当时条件还是相当不错的。有了这样一个学习的机会，大家都很珍惜，充分利用有限的学习资源，每天都十分刻苦的学习，学习气氛十分浓厚。“反正当时也没有什么别的东西可看，就是那些书，资源也没那么多。好不容易能上学了，有这么一个机会，大家都是非常的刻苦地学习。能看到的就是这些，所以都是天天在看。当时的学习气氛啊都很好，精神、动力都特别的大。”回想起当年求学的经历，刘松柏爽朗地笑了：“当时我们都是几个学习好的自助组织考前补习。快考试的时候，我们几个学生给（其他）学生辅导。因为原来都当过老师，我们的自学能力很强，能够把讲过的课程的重点、要点归纳总结，甚至把一些可能考到的题给大家讲解，把我们准备好的东西和大家共享。”

构成大学回忆的除了紧张有序的学习生活，还有朝夕相处的老师与同窗。谈到当年在师大的老师，刘松柏表现出了很深的感情。大学老师们的言行举止，对后来走上教师生涯的刘松柏也产生了深刻的影响。“师大老师的风格，其实就是后来启功先生提写的校训‘学为人师，行为世范’。当时虽然还没有这句话，但当时师大老师们那种言传身教、为人师表的做法已经充分表现了这一点。而且我们不像你们现在，课很多，老师也很多，我们当时老师是很少的，所以和这些老师的感情还是很深的。”

而谈及那些相伴度过四年时光的同学们，刘松柏更是连连称赞彼此的关系。“我们当时除了一起学习，下了课就会一起去打球啊，玩啊，学习娱乐两不误。尤其是放了假之后，几个同学就会一起出去旅游，都年轻，又不怕苦。现在想想，国内这些地方都是大学几年和同学一起去的。”直到今天，刘松柏与那些要好的同学之间还会有联络，虽然平时聚会很少，但还是会按照原来学校里的分组进行联谊。

作为班里的小字辈，刘松柏并没有参加学生工作，但这并不影响他为同学们服务。因为学习成绩好，他和其他几个同学经常在功课上帮助大家、辅导大家。另外，还有一件事给他留下了深刻的印象。“当时曾经给大家做过一项服务，给整个系的同学照相、洗照片。那时候不像现在，洗照片都是人工的。我就和另一个同学一起向系主任申请，系里还专门给我们批了一间屋子洗照片用。当时班级活动的照片啊，毕业照啊，都是我们自己洗出来的。”



走进校友

海外生活

硕士毕业后，刘松柏留在师大任教。当时学校把骨干教师送出国公派留学，刘松柏于是有机会出国深造。但在真正出国之前，还有一段复杂的插曲。“第一次机会是去澳大利亚，我没有去。因为在那个学校只能攻读硕士，不能申请博士，而我当时已经是硕士了，再去就没有什么意义了。第二次是去奥地利的维也纳经济管理大学，这个学校不反对考博士，只要你能考取博士，就能留在那里读书。但唯一的问题是奥地利是德语区，要去的话要先学习德语。我当时因为英语已经通过了考试，所以一直就想去个英语国家。机会是不确定的，如果错过了，谁也不知道还会有下次。所以当时经过几天考虑，最后还是决定要去。”

做出出国留学的决定之后，攻破语言关就成了眼下最紧迫的事。刘松柏进入语言学院，开始了八个月的德语集训。从刚开始的一窍不通，到后来能懂得基本语法，进行简单的对话，并通过德语考试，仅仅用了八个月的时间。尽管他谈起这八个月时的口气云淡风轻，我们却可以想象，在如此仓促的时间里学习一门外语，并用这门语言听课、查阅资料、进行学术研究，是一件多么不容易的事情！而他自己却说：“不能老想着要自己选择什么，赶上了机会就要抓住。比如说恢复高考，赶上了，考上了，就上了。毕业了，有机会出国，就抓住机会出国了。虽然我在中学时最喜欢的是理工科，但后来还是搞了经济学、管理学，所以说兴趣都是后天培养出来的。抓住机会，多经历一些事情，对人生、发展都是有好处的。”

刘松柏在国外的生活充实而有趣味，一起去德语区国家公派留学的同学彼此间的联系也很密切。除了每天的学习工作外，身为奥地利留学生联谊会的主席，刘松柏经常和大使馆联系，组织在奥地利的留学生举行活动。“每到逢年过节的时候我们会组织各种活动，像在多瑙河划船，在维也纳森林散步，骑车。”这些丰富多彩的活动，对远在异乡求学的留学生们是一种心灵的慰藉。

取得博士学位后，刘松柏选择了留在那里教学。在奥地利学习、生活、工作了八年时间，他对于国内外大学的差异深有感触。“差别还是很大的，老师、学生、管理这些方面都有差别。从教育本身讲，教育的体系不同，这是最大的差别。并不是说中国和外国之间一定有优劣之分，各有各的好处。国外主要培养的是学习能力，国内还主要是培养应试的能力，实际能力的训练少。所以中国学生的理论学习是强于外国学生的，但是人家的实际动手能力、人际交往能力、用语言表达思想、进行争辩的能力又是强于我们的。经过几年训练，国外学生整体的素质还是比较高，所以有机会还是要出去看看。”

回国后，刘松柏在教学、管理方面就充分借鉴了自己在国外感触、学习到的国外先进经验，为经管学院的制度建设等方面注入了许多新鲜血液。



Austria





回到师大


1996年3月，刘松柏离开奥地利，回到母校任教。当被问到为什么要回国时，刘松柏给出了两个答案：“一是因为对母校有很深的感情，师大的环境又很好，师大请我回来，我就回来了。二是因为想要做点事，正好有机会，当然就抓住了。像我有一个清华的同学，一直想回来但是没有机会，只好留在国外。可能男孩事业心比较重，不是找工作赚钱就满足了，总想做点事。”

刘松柏回到师大的时候，学校里正处于人才断层的阶段，回国后的他做的第一件事，就是把经济系建成经济管理学院。“经管学院刚建成的时候只有一个院长、一个院长助理，我是院长助理，院长是我的老师。学科建设也是那时候设立的，金融啊、会计啊，都是那时候筹划设立的。”第二件事是成立北师大MBA教育中心，“MBA我做了差不多十年，咱们的MBA中心我是第一任主任。”对于MBA的成立和发展，刘松柏颇为满意，因为能在较短的时间里在MBA界取得一定地位，为以后的发展奠定良好的基础，着实不易。现在，刘松柏坦言他最热衷的是培养学生，学生从国内到国外，真正是桃李满天下。



文化使者

回国后，刘松柏在中奥两国文化交流方面做出了重要的贡献。他多次组织、策划国际文化交流活动，曾策划和主持奥地利维也纳约翰·施特劳斯交响乐团先后三次来华访问演出，并取得了成功，被奥地利驻华大使馆和中国对外文化交流主管部门及单位誉为“奥中文化交流友好使者”。“我是那个大学来自中国大陆的第一个博士生，回国后，奥地利驻华使馆就找到我，想要介绍他们的乐团到中国来演出。刚好咱们这边也有很多人知道，维也纳新年音乐会很有名，我就牵线、组织了一些这种事情。”现在，两国之间的文化交流已十分频繁，在相对闭塞的当年促成此事的刘松柏绝对功不可没。

从学生，到老师，再到管理者，刘松柏在师大已经生活了将近三十年。说起自己熟悉的母校，他说这么多年对他影响最大的，还是师大的风格，是“学为人师，行为世范”的校训精神，这指导着他如何教学、如何做人。 



摄影：2013级经济 杨雪涵
2013级工管 金颖



我的奇幻旅程

——记 2013 北京“留学生之夜”文艺晚会

撰 文：2013 级国贸 高子萌



十二月，北京的空气早已弥漫着尘土与冷冽，风依旧一次次呼啸着掠过早已没有了枯叶的枝桠。在没有雪也没有绿意的冬天里，这一晚犹显奇幻美丽。12月15日，由北京师范大学国际交流合作处主办，艺术与传媒学院承办的相聚之歌 2013 北京留学生之夜“我的奇幻旅程”文艺晚会顺利举办，来自世界各地的留学生准备了异彩纷呈的节目，让同学们过足了眼瘾。



早早地来到邱季端体育馆，却已座无虚席。等待了些许时候，灯光暗了下来，大屏幕上开始播放视频，用校园中发生的小故事，引出走进奇幻旅程的主题，一个与众不同的开始。灯光转变，几位外国主持人出现在舞台中央，用一口流利的中文，开启了本次晚会。我没有想到来自越南、俄罗斯等地的主持人能如此落落大方，面对如此多的观众却毫不怯场。



各国留学生们表演了许多带有异域风情的节目，例如热烈的日本传统舞蹈暖场，数十人整齐的舞步，独特的打节奏的竹板，配以日本传统的音乐，让人耳目一新。接着有欧洲管弦乐合奏，曲调悠扬，让人沉醉。还有马来西亚拉茶表演，清新活泼，让人看了不住想要一品香茗。越南同学们的传统服饰展示，和着优美的越南民乐，让我感觉自己畅游于越南山水之中，身旁有越南居民穿着各式传统服装来来往往。韩国留学生们的歌舞表演，又让多少喜爱韩流的同学为之欢呼！带着狂野与自由的非洲鼓舞，夸张而具有感染力的舞蹈，掀起了一波又一波的热潮。



这次晚会不仅有留学生表演带自己故乡特色的节目，还有他们在中国学到的中国节目，这里有金发碧眼的女孩们穿着白蓝相间的藏族服饰，随着辽远的藏族歌曲，甩着长袖翩翩起舞，她们脸上灿烂的笑容，让人忘记了仅有的一点点不和谐。又一支敦煌独舞，依旧是一副好看的外国面孔，彩色的锻带有好几米长，在空中流转飞舞，绝妙地融合在这少女曼妙的舞姿中。黑人版的《刘海砍樵》和扇子舞，中西结合，给人无限惊喜。就连对语言要求极高的单口相声，也被留学生男孩演绎得十分精彩。另外，由本次晚会主持人参演的压轴演出新编西游记，融合了武术、街舞等多种元素，笑点频频，嗨翻全场。

留学生之夜，是开心愉悦的一夜，是中外交融的一夜。这次的文艺晚会，不仅只是一场绚丽的盛典，更是一个让中外学生交流而相互了解的契机。走进这段旅程，我们回顾了传统的美，体验了异域他乡的奇，感受了不分国界的青春。时间会收藏这一夜，更多的中外学子也会将这份美好收藏。当我透过晚会一角，看到这么多他乡人都热爱着这 960 万平方米的土地，更何况我们呢。

经管人，志愿星

——记 2013 年校级十佳志愿者评选

撰文：2013 级国贸 冯雨晴



6 号 2011 级会计 赵晨余



9 号 2012 级金融 王霄萌



11 号 2010 级会计 王莹

12 月 22 日晚上 8:00，师大校园里十分静穆，寒风瑟瑟。然而敬文讲堂中热闹无比，大家在这里期待着 2013 年北师十佳志愿者的诞生。经过将近半个月的初评，15 位选手进入这最后一站。会中，他们认真地介绍了志愿工作、详尽地展示了丰硕的成果、自信地回答了评委的问题。志愿者们精神感染着在场每一个人，场内掌声雷动、微博墙上温暖有力的语句也一直滚动着。

经管院是拥有候选人最多的大院，三位经管志愿星在大会上彰显独特的魅力，让人感受到志愿之美之余，也体现了我们经管人的风采。

赵晨余同学，她所带来的项目也像她的人一样，如冬日里的阳光温暖了所有人。3 年来，她坚持定期去月坛街道敬老院与蓝天爱心孤儿院陪伴老人与孩子们，她用实际行动向我们传递了“快乐、了解、珍惜、感恩”的理念。除此之外，她还深入地调查过敬老院老人真正的需求，并有针对性地提供帮助，为后来的志愿者们提供了宝贵的参考意见。她的志愿工作如流水，悄然无息、鲜起波澜，却是缓缓而不绝，润物于无声。“我志愿，我快乐；我志愿，我幸福”，朴素的话语表达着她真正的心声。我们听到了。

王霄萌同学，她的志愿经历为大家打开了一扇新的大门。从创行的“花语心声”到北师青年的“探访冉庄村”，从身为白鸽志愿者的坚持到雪绒花使者的绽放，她获得了“公益与思考”并行的感悟。在凤凰支教之余，她积极联系校内笔友与当地孩子以书信沟通，建立起一座稳固有爱的桥梁。它鼓励着更多凤凰孩子不断向上，也让更多北师学子投身于志愿行列。她勇敢坚强，将一个个好的想法真正变成了现实；在志愿的道路上，她体验感动、收获成长。“等信，等你，等待美好”，正如她的主题一样，我们都在期待着由这个“笔友志愿活动”带来的更加美好的明天。

王莹同学，她的志愿项目带我们看得更加长远，一如她说，志愿不止带着阳光与微笑，更是梦想的传承。她在“青少年第一人生教育项目”中教授青少年求生互救的知识，增进他们的身心健康；在“山东大学承知青年项目”中，她向准大学生提供经验指导与文化讲座。更加值得一提的是，作为川北支教队队长，她开辟支教新模式，不再局限于知识的传授，而是通过“素质拓展、心理培训、人生规划”等多种形式的活动开拓孩子们的眼界，真正为他们插上梦想的翅膀。作为分团委的书记，她还专门成立了社会实践部，让这个有意义的活动能够一直持续下去。“以爱之名，因爱承知，倾己之力”，这句话鼓舞着我们，也提醒着我们志愿的力量在于“传承”。

“农民之子”、“绿色药箱”、“乐水行”、“飞鸽传书”、“希望杯”……15 位候选人的志愿经历丰富且有意义。在我们看不到的地方，他们在为学校的教职工上课授字、他们在回收废纸生产再生纸杯、他们远赴山区给孩子们带去希望、他们飞奔于校园间传递信件物品、他们在给盲人描绘世界的美丽……我们能看到在这 15 颗志愿星的背后是一条浩瀚的星河，每一个志愿者都是闪亮的，也都是幸福的。

最终，经过评委的商议，王莹同学获得了“十佳志愿者称号”，赵晨余和王霄萌同学获得了“纷繁个性奖”。让我们为这三位经管志愿星喝彩！相信在今后的志愿队伍中也一定不乏经管人，让我们在志愿的天空中尽情地闪耀！



此刻应当铭记

——记第十四届校级十佳大学生评选



2010 级会计 宿增睿



撰 文：2013 级国贸 冯雨晴

2013 年 12 月 11 日，“寻找身边的榜样”暨北师大第十四届校十佳大学生颁奖典礼在英东学术礼堂举行。各院系本科生代表和部分国防生参加大会。经过相关职能部门工作人员、教师与学生代表的终审评价和现场投票，最终我院的宿增睿同学获得了本届校级十佳大学生的荣誉称号。

宿增睿，经管人都很熟悉的一个名字。无论是在本基国创等学习研究活动还是班级、院里的学生工作中，他都有不俗表现。学长学姐对他不吝赞美之词，学弟学妹对他深深佩服。他能力超群，获奖无数，最后顺利保送进入清华大学继续深造。上一期采访中他的勤奋踏实和幽默风趣给我们留下了深刻印象，“T”型理论更是给了不少人启发。在毫无悬念地获得经管院十佳称号之后，今天，他站在了校级十佳大学生的领奖台上。

优异的学习、工作表现，无比的人格魅力征服了评委与师大千百学子，这个荣誉，他实至名归。然而，这一次他并不仅是以大家眼中的“风云人物”出现在评选之中的，作为经管院时隔多年后的一个校级十佳，他既是所有优秀经管人活力的象征，更是代表着经管无数个可能的未来。严谨、细致、勤勉、自信、谦逊……这些评价于宿增睿师兄的词语相信也被我们自己深深记住并且努力使之变为行事的准则；那些我们惊叹过“不可能完成的任务”，当看到他能做得有条不紊、一步一个脚印直至成果出现，我们也能恢复元气、再接再厉吧。如果我们如此前进，谁能说我们不能创造出不可思议的未来呢？那属于我们自己，更属于经管。宿增睿师兄和很多优秀的师兄师姐应该做到了，我们正该开始。

每一次对优秀的欣赏都是对我们自己一次难得的激励。宿增睿师兄的经历勉励着我们应当勤奋好学以增睿智之光，应有“乘风破浪会有时，直挂云帆济沧海”的豪迈乐观以增经管人锐不可当之势。

再次恭喜宿增睿师兄，用优秀捧回了“校十佳”的荣誉，为经管再添光彩。希望我们都能铭记此时，乘此榜样，共创辉煌！

好时“吃掉”金丝猴

——美国好时收购上海金丝猴 80% 股份

编辑：2013 级金融 朱美静

中国市场是极具吸引力的。截止 2013 年 11 月的一年为止，中国城市糖果市场销额增速在 15%，而巧克力市场的增速在 22%。在中国市场，好时的对手们早已行动。2010 年开始，卡夫与吉百利“联姻”后整合在中国、印度等地业务。与好时同样来自美国的玛氏，早在 5 年前就牵手箭牌。来自欧洲的雀巢在华版图更广阔，太太乐、豪吉、银鹭、徐福记……在华发展历程，俨然就是一部收购史。

- ◎ 2008 年 全球最大巧克力生产商玛氏以 230 亿美元收购箭牌糖果
- ◎ 2010 年 全球第二大食品公司卡夫以 190 亿美元收购吉百利
- ◎ 2011 年 雀巢以 111 亿元人民币收购徐福记六成股权
- ◎ 2013 年 好时收购金丝猴 80% 股权

北美最大巧克力生产商好时（Hershey）2013 年 12 月 19 日表示，旗下全资子公司好时荷兰有限责任公司（Hershey Netherlands B.V.）已经签署一份协议，收购上海金丝猴食品股份有限公司 80% 股权。交易有望在 2014 年第二季度完成。为吞下金丝猴，好时将支付 30.21 亿元现金，以及预计承担净债务 5.222 亿元。

根据该协议，好时计划在上海金丝猴标志性品牌所获成功的基础上，丰富其产品组合，加强生产并扩大销售团队，从而加速在中国的增长，上海金丝猴将受益于好时的业务规模和范围，从而实现品牌的长期可持续发展。

好时 VS 金丝猴

好时巧克力公司是北美地区最大的巧克力及巧克力类糖果制造商。好时公司位于宾夕法尼亚州，是家具有 108 年历史的老字号公司。好时巧克力的创始人米尔顿·好时先生（Milton Hershey）1903 年在这里初创巧克力制造业时，这里还是一片少有人烟的牧场。好时先生以他的智慧和长远眼光创建了世界一流的巧克力工厂。牧场专送的新鲜牛奶，精心筛选的可可豆，加上传统的经典工艺，使 HERSHEY'S 好时巧克力纯正幼滑，滋味浓冽。整座好时小镇变成了一个巧克力香味满溢的巧克力王国。

好时镇拥有 3 家现代化的巧克力工厂，是世界上最大的巧克力产地。公司销售多达 80 多个知名糖果品牌，每天生产的巧克力仅 KISSES 一个品种就多达 3300 万颗。年收益约 70 亿美元。好时在全球拥有超过 13,000 名员工，旗下品牌包括如 KISSES 好时之吻巧克力，好时巧克力排块等。

上海金丝猴食品股份有限公司成立于 1994 年 4 月，2008 年由其前身上海金丝猴食品有限公司整体变更设立。上海金丝猴公司主要制造及销售著名金丝猴品牌产品，包括“金丝猴”糖果、巧克力、豆制品及休闲食品。公司约 75% 的净销售来自非巧克力及巧克力糖果业务部，其余净销售则主要来自迅速增长的豆制品及其他休闲食品系列。上海金丝猴公司在五个城市拥有生产基地，并设有超过 130 个销售办事处，约 1700 名销售代表及约 2000 名分销商，覆盖几乎国内所有地区及贸易渠道。以百分比计，上海金丝猴公司的净销售呈现两位数增长趋势，2013 年预期将超过 2.25 亿美元。

上海金丝猴公司的主要产品有“金丝猴”牌糖果、巧克力、果冻、豆制品、小食品等五大系列 200 多个品种，畅销全国三十个省、自治区、直辖市的 200 多个大中城市和广大农村，并出口到美国、澳大利亚、新西兰、俄罗斯、蒙古、哈萨克斯坦、拉美及东南亚地区，受到国内外广大消费者的欢迎。

好时在中国的发展

早在1923年，好时巧克力就曾经进入过中国大陆和港澳台市场，与中国可谓渊源深厚。1995年，好时巧克力再次进入了开放发展中的中国大陆市场，并在巧克力领域建立了广泛的知名度。近五年内，好时公司生产的巧克力在上海、北京和杭州的三个主要城市的市场份额已经从第七位攀升至第三位，巧克力总体市场份额已经增长了超过4倍。以“小身材，大味道”闻名的水滴状KISSES巧克力是人们熟悉的美味巧克力形象。十多年来的不断摸索和积累让好时公司对中国市场从陌生到熟悉，从纯进口美国产品到自主研发适合中国消费者口味的新产品，可以说庞大的中国市场和热情的中国消费者始终牵引着好时公司的目光。

如今，好时公司的中国战略可谓雄心勃勃，表示将以极大的耐心逐鹿中国市场。好时公司的高管介绍说，有调查表明，一个国家的巧克力消费水平和这个国家的人均GDP水平有着直接的关系。目前中国人一年人均仅消费50克巧克力，许多人根本没有吃过巧克力，而在西方发达国家，一年的人均巧克力消费水平达到20公斤以上。现在中国经济蓬勃发展，越来越多的人有能力购买自己喜欢的东西，包括时髦电子产品、时装、巧克力等等。好时公司高层相信，健康、美味的巧克力在中国市场的前景十分广阔。

为了更好的在中国市场中竞争，好时公司在中国多个大城市进行了广泛的市场调查，并针对中国消费者的口味研发了一批全新的巧克力产品，更加适宜的甜度，更加丰富的营养成分，更加美味的“中国”口味，比如绿茶口味，草莓口味等等。



好时收购金丝猴

“好时在过去数年中一直持续增加在中国的投资，并且成为中国发展最为迅速的巧克力和糖果企业。通过本次收购，好时公司将借助上海金丝猴的标志性品牌优势、多样化产品系列、国内生产能力和强大的销售团队加速在华发展。同时，上海金丝猴公司也将受益于好时公司的规模和经营范围，保持品牌的可持续发展。”好时公司表示。

业内人士指出，好时收购金丝猴意在借助本土品牌的渠道进行快速扩张。欧睿信息咨询有限公司数据显示，目前好时公司在中国市场的销售范围主要局限在巧克力市场，去年只占了2.2%的市场份额，而其竞争对手——拥有德芙等品牌的玛氏公司已占有43%。

根据公开消息，好时公司的目标是到2017年，让中国成为继美国之后的第二大市场。而目前中国已然成为好时增长最快的市场。但巧克力市场的竞争也趋于白热化，这正是好时在中国面临的难题：它著名的牛奶巧克力在中国卖得并不太好，因为中国消费者倾向于购买除巧克力之外的其他糖果。于是好时决定加码奶糖产品。

奶糖大约占据中国糖果市场的1/4，总销售额达75亿元左右，其中又以高端奶糖的增长势头最为强劲。2013年夏季，好时在中国推出了悠漫（Lancaster）品牌香纯奶焙糖，这是它近120年历史中首次在美国之外的市场推出一个新品牌。也正因为对奶糖的热情，“三粒金丝猴奶糖，就是一杯好牛奶”的宣传对于好时公司来说无疑充满难以抗拒的诱惑。

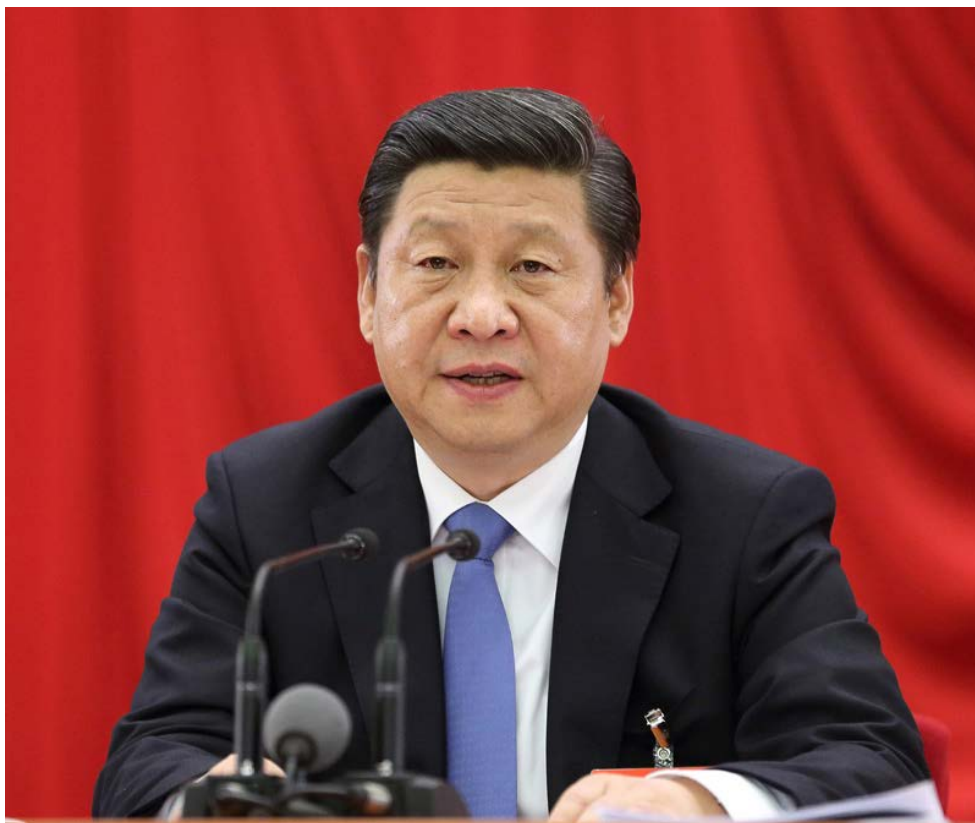
另一方面，作为全国三大糖果生产企业之一的上海金丝猴，虽然产品市场占有率在同类产品中占到10%以上，但是年销售额近几年都在12亿元左右徘徊，难以突破。众所周知，糖果行业淡旺季非常明显，逢年过节销量猛增，而平时则往往一落千丈。也正是意识到企业发展的瓶颈，金丝猴公司近几年开始拓展其他零食产品，其力推的馋嘴猴豆干系列就取得了亮眼的销售业绩。“金丝猴欲寻求多元化发展，但新产品要想在市场立足，需要在研发、广告、渠道等方面投入巨资。可自2008年就谋划上市的金丝猴，其登陆资本市场的道路一直都不顺畅，直到今日，上市仍旧停留在计划阶段。在这种情况下，投奔资金雄厚的外资企业是不错的选择，但也算是无奈的选择。”一位接近金丝猴公司的人士说道。

中国的糖果业近年来进入飞速发展阶段，据统计，我国糖果业连续多年保持着8%至12%的高增长率。2012年全国糖果产量达到247.13万吨，比上一年度增长10.67%，实现工业总产值757.49亿元。最新统计数据 displays，2013年1至11月全国糖果总产量达到246.92万吨。正是由于中国市场的巨大潜力，好时公司做出了一些前所未有的尝试。收购金丝猴之前，好时从未进行过超过2亿美元的收购。这个交易告诉我们，中国市场对于西方公司是多么重要，就算是对于好时这样的美国知名品牌也不例外（好时85%的销售额来自美国）。好时进入中国市场付出了不菲的代价，这笔5.84亿美元的收购意味着它支付的价格是金丝猴利润（使用净利润数字）的26倍，是销售额的2.6倍。这样的收购估值没有高得离谱，但的确不便宜。为了让这宗收购物有所值，好时将依靠金丝猴在中国的分销平台以及经营经验，而这些都是必须掏钱才能买到的。





十八届三中全会概述



第一部分 概述

编辑：2013 级金融 朱美静

中共中央政治局 2013 年 10 月 29 日召开会议，决议十八届三中全会将于 11 月 9 日至 12 日在北京召开。中共中央总书记习近平主持会议。中国共产党第十八届中央委员会第三次全体会议，主要议程是：中共中央政治局向中央委员会报告工作，研究全面深化改革重大问题。会议审议通过了《建立健全惩治和预防腐败体系 2013-2017 年工作规划》、《关于地方政府职能转变和机构改革的意见》。主要包含经济体制、政治体制、文化体制、社会体制、生态文明体制五个体制的改革和中国共产党党内建设制度的改革。

中共十八届三中全会 11 月 12 日下午在北京闭幕。为期 4 天的全会听取讨论了习近平受中央政治局委托作的工作报告，审议通过《中共中央关于全面深化改革若干重大问题的决定》。

会议认为，全面深化改革关系党和国家工作全局。实现党的十八大描绘的全面建成小康社会、加快推进现代化的宏伟蓝图，坚持和发展中国特色社会主义、不断推进中国特色社会主义制度自我完善和发展，解决我国发展面临的一系列突出矛盾和挑战、实现经济社会持续健康发展，都要求全面深化改革。改革开放是决定当代中国命运的关键一招，也是决定实现“两个一百年”奋斗目标、实现中华民族伟大复兴的关键一招。

实践发展永无止境，解放思想永无止境，改革开放也永无止境，停顿和倒退没有出路，改革开放只有进行时、没有完成时。

会议强调，必须坚定深化改革的信心、坚持深化

改革的正确方向、凝聚深化改革的共识、注重深化改革的统筹谋划、协同推进各项改革；必须尊重人民首创精神，最大限度集中全党全社会智慧，把党内外一切可以团结的力量广泛团结起来，把国内外一切可以调动的积极因素充分调动起来，形成推进改革的强大合力；必须充分认识改革面临的矛盾和困难，增强与时俱进、攻坚克难的勇气，敢于啃硬骨头，敢于涉险滩，既勇于冲破思想观念的障碍，又勇于突破利益固化的藩篱。

必须通过全面深化改革，推进实践基础上的理论创新、制度创新、科技创新、文化创新以及其他各方面创新，始终把改革创新精神贯彻到治国理政各个环节，把全社会的力量更好凝聚到实现党的十八大确定的奋斗目标和工作部署上来。

会议指出，全面推进惩治和预防腐败体系建设，是全党的重大政治任务和全社会的共同责任，必须在党和国家工作大局中谋划和推进。我们党始终高度重视党风廉政建设，坚决惩治腐败，形成了全党动手抓党风廉政建设和反腐败工作的良好局面。

会议要求，各级党委要加强对反腐败工作的统一领导，严格落实党风廉政建设责任制，把落实《工作规划》列入重要议事日程，切实担负起全面领导党风廉政建设和反腐败工作的主体责任。纪委要充分发挥党内监督专责机关作用，做好组织协调，强化监督检查。纪检监察机关要加强自身建设，做到正人先正己，树立忠诚可靠、服务人民、刚正不阿、秉公执纪的良好形象。

会议指出，地方政府职能转变和机构改革是贯彻落实党的十八大精神的重要举措，要站在全党和全局的高度大力推进。地方政府职能转变和机构改革，要高举中国特色社会主义伟大旗帜，以邓小平理论、“三个代表”重要思想、科学发展观为指导，

围绕建立中国特色社会主义行政体制目标，与国务院机构改革和职能转变相衔接，适应社会主义市场经济发展需要。要把职能转变作为改革的核心、把深化行政审批制度改革作为重要抓手和突破口，继续简政放权，增强经济发展内生动力。

要把群众需求作为改革的重点，着力解决好事关民生的突出矛盾和问题。要深化政府机构改革，坚持精简统一效能原则，推进机构和职责整合，规范机构设置，加强机构编制的刚性约束力，坚决查处机构编制违规违纪行为。要充分发挥地方政府积极性，鼓励地方因地制宜、从实际出发进行改革探索，大胆创新。

会议强调，地方政府职能转变和机构改革关键在落实，要采取切实有效措施，将各项改革要求落到实处，同党的群众路线教育实践活动紧密结合起来，用制度解决“四风”问题，使人民群众切身感受到实实在在的成效和变化。

会议指出，建立中国（上海）自由贸易试验区，是党中央从国内外发展大势出发，统筹国内国际两个大局，在新形势下推进改革开放的重大举措，对加快政府职能转变、积极探索管理模式创新、促进贸易和投资便利化，为全面深化改革和扩大开放探索新途径、积累新经验，具有重要意义。国务院要加强领导，上海市要精心组织实施，有关部门要大力支持，努力把试验区建设好、管理好，发挥示范带动、服务全国的积极作用。

户籍改革，难度大不能“一刀切”。现行户籍制度广受诟病，这一和计划经济同时建立起来的制度造成城乡二元结构的人为分割，使得数亿务工人员不能享有和城市居民同等的教育、医疗、社会保障等公共服务。十八大报告中明确提出，要加快改革户籍制度，有序推进农业转移人口市民化。



第二部分 民生问题分析

人口计生政策重大调整：启动“单独二胎”

【百姓视角】媒体工作者小王看到消息后第一时间向妻子“报喜”：“我们可以生二胎了！”一项网络调查显示，受访者大都支持这一政策调整。

【决定看点】坚持计划生育的基本国策，启动实施一方是独生子女的夫妇可生育两个孩子的政策，逐步调整完善生育政策，促进人口长期均衡发展。

【解读】“这是中国人口和生育政策适应经济社会发展形势所作出的重大调整。”国家卫生计生委新闻发言人毛群安说，“完善生育政策既要考虑维持低生育水平，又要考虑民众意愿，还有经济社会发展等因素。启动‘单独二胎’是应对人口红利下降、劳动力短缺等问题的积极措施。”



户改瞄准破除城乡壁垒，大小城市门槛“高低有别”

【百姓视角】北京朝阳区的“群租客”小黎回老家就业的想法更坚定了一些：“大城市很难落户，小城市可能机会更多！”北京市常住人口中，每3个人里就有1个是外来人口。

【决定看点】全面放开建制镇和小城市落户限制，有序放开中等城市落户限制，合理确定大城市落户条件，严格控制特大城市人口规模。

【解读】“不放开不合理，全部放开不现实，户籍政策大门要开，但又要防止一下挤破门。”中共中央党史研究室主任欧阳淞说，“‘松紧有别’的落户制度既能满足中小城市和小城镇增强产业发展、增加活力的需求，也有利于缓解大城市人满为患的现状。”



探索统考减少科目，高考打破“一考定终身”

【百姓视角】北京101中学高一学生小杨平时成绩不是很稳定，一向担心高考发挥失利的他对决定意见很期待：“机会越多，负担越小，希望越大！”

【决定看点】逐步推行普通高校基于统一高考和高中学业水平考试成绩的综合评价多元录取机制。探索全国统考减少科目、不分文理科、外语等科目社会化考试一年多考。

【解读】“决定内容一针扎到现行考试体制的弊端，是打破‘分数决定命运’现状的需要，也是培养综合型人才的需要。”中国教育科学研究院储朝晖说，“改革将高考从‘指挥棒’变成‘服务器’，从现行以行政为主导的计划招生转变为专业为基础的自主招生，学校和学生选择权都会扩大。”



推进资源价改，民生必需品加大“人文关怀”

【百姓视角】西安市民张女士家去年天然气开销为900多元，她担心资源价改后花销再加大。

【决定看点】完善主要由市场决定价格的机制。推进水、石油、天然气、电力、交通、电信等领域价格改革，放开竞争性环节价格。

【解读】“重点领域资源性产品价格改革，既保障稳定供给，又促进了产业结构调整和节能减排。”国家发展改革委能源所原所长周大地说，“但水、电、油、气等也属于民生必需品，加大对困难群众补贴，制定科学、公平、人性化的改革方案是本轮资源价格的应有之举。”



赋予农民更多财产权利，农房农地能抵押能担保

【百姓视角】安徽淮南市凤台县农民殷孝英近日很高兴，因为由政府部门的人来对她的农房进行测绘及估价，告诉她这个房子在银行能值几十万元。老人家说把房子卖了就去城里和孩子们相聚。

【决定看点】赋予农民对集体资产股份占有、收益、有偿退出及抵押、担保、继承权。保障农户宅基地用益物权，改革完善农村宅基地制度，选择若干试点，慎重稳妥推进农民住房财产权抵押、担保、转让，探索农民增加财产性收入渠道。

【解读】“决定准确把握了社会主义法治国家的平等发展权问题、市场经济核心的产权问题，使我国城乡统筹进入一个新时期。”中国社科院农村发展研究所宏观室主任党国英说：“建立城乡统一的建设用地市场，显示了土地制度改革的一个方向。”



加快房地产税立法并适时推进改革：租、卖哪个更划算？

【百姓视角】家住北京宣武门的孙女士有三套房子，其中两套是100平方米以上的大户型。看到加快房地产税立法的消息，她心里打起算盘：“是租出去合适还是卖了少交点税金划算？”

【决定看点】逐步建立综合与分类相结合的个人所得税制。加快房地产税立法并适时推进改革。

【解读】中国房地产及住宅研究会副会长顾云昌说：“全会的提法意味着对整体房地产税收体系的调整。对于房地产税的立法和改革可能涉及到一揽子的增减调节，而不仅仅是房产税一项。”



社保改革新探索：渐进式延迟退休

【百姓视角】临近花甲的老干部意气风发：“还想多干几年！”50多岁的普通职工却“不想再干了！”多个网络调查显示，“一线工人盼退与领导干部盼延”的意见争议比较突出。

【决定看点】研究制定渐进式延迟退休年龄政策。

【解读】中国社会科学院世界社保研究中心主任郑秉文说：“‘渐进式’既符合国际惯例，又符合中国国情；既是应对老龄化的措施，又能缓解养老金压力。以前提‘研究’，这次明确为‘研究制定’，体现了改革的决心，意味着延迟退休进入到实质操作层面。”



深化基层医疗卫生机构改革，“契约服务关系”是亮点

【百姓视角】69岁的北京居民老王家门口就有一个社区医院，但每次不管大病小病都往大医院跑。“如果这种‘契约’关系能像家庭医生一样，再多些人文关怀，那就不用再去挤大医院了。”

【决定看点】深化基层医疗卫生机构综合改革，健全网络化城乡基层医疗卫生服务运行机制。建立社区医生和居民契约服务关系。充分利用信息化手段，促进优质医疗资源纵向流动。

【解读】“这次改革特别关注加强基层医疗力量，切中了医疗资源‘头重脚轻’的结构弊病。”北京协和医学院校长曾益新说，“契约制度一旦建立，医生便要负责相关家庭的病史、健康教育、慢性病预防、大病早期发现等事务。像家庭医生一样的保健、诊疗在未来是可期的。”



营造创业环境，健全促进就业创业体制机制

【百姓视角】北京语言大学应届毕业生小张和几位同学想开办一家翻译公司，但十几万元的启动资金却难住了他们：“希望创业基金能帮忙渡过难关，圆大家的创业梦。”

【决定看点】完善扶持创业的优惠政策，形成政府激励创业、社会支持创业、劳动者勇于创业新机制。实行激励高校毕业生自主创业政策，整合发展国家和省级高校毕业生就业创业基金。

【解读】人力资源和社会保障部劳动科学研究所所长郑东亮说，决定强调了政府责任，着力破除“拼爹”等就业不公平制度障碍，更大范围地促进社会向上流动。高校毕业生是创业的生力军，整合高校就业创业基金将会形成一个统一的帮扶体系，有助于高校毕业生就业创业。



废除劳教制度，司法保障重大进步

【百姓视角】“假设：一个犯人，犯罪轻微、证据不足，可能因一纸行政命令就劳教一年。而如果证据充分，他可能只需要判半年，这本身就不公平。”一位法律专家说。现在，这种不公平可以破除了。

【决定看点】废止劳动教养制度，完善对违法犯罪行为的惩治和矫正法律，健全社区矫正制度。

【解读】“废除劳教制度是对民意的回应，是我国司法保障制度的重大进步。”中国政法大学副校长马怀德说，“废除劳教制度而加强法制建设，是对人权的尊重。接下来教育矫正立法将是改革的关键。”





小毛驴去哪了?

——记一次顺义老家赶集经历



撰文: CF

一亩地是什么概念?就是能产800到1000斤粮食,就是16到20袋面粉,一家四口全年吃面都吃不完。今天我赶的这个集,足足有六十几亩地大,热闹而不烦吵。它阴历初三初八初十三、十八、二十三、二十八都会开着,从早上5、6点到下午2、3点一直能买到新鲜的好东西,这是我们这种睡虫的福音!(当然,各地的赶集时间不尽相同。)

天还蒙蒙亮的时候,老爸和他两个哥们带着我就出发了。聊着北京城的轶事秘闻,颠簸了一个多小时,我们终于到了北务集市。街边停着各种各样的车:大卡车上拉着小山堆一样的蜂窝煤;板儿车上摆着成袋的新鲜蔬果准备向集市内运送;小轿车载着城里那些像我们一样爱热闹,爱赶集的人往这儿来了。

刚刚迈进集市,感觉微微冷清。有的摊主还端着冒着热气儿的早点,闲聊着,倒有闲适的感觉,就像是 为了迎接朋友到家里过年,随心地摆出一些东西,让人觉得舒服亲切。走进大约几百米,那情景可是大不相同。

顺着我这鼻子,就找到了香味儿的源头——爆米花。摊主用的是最传统,咱爸妈小时候都见过的爆米花机,抓一把豆放进大大的机肚里,加热加压后突然释放的那一下,白白的花就这样捧出来了。看着红衣小女孩兴奋的样子,我还在想她是不是也如我一般感到新奇,有这奇为辅,手中的爆米花想必也更加美味了吧。

那溢出白霜的柿饼看得我眼馋。老家的鲜柿子摘下后放置在阴凉处,一层层糖霜慢慢溢出、挂在橙红色的柿皮上,用手使劲蹭都是不容易掉的。不像某些无良商家给柿饼“扑粉抹BB霜”,我们家的柿饼可是“清水出芙蓉”!那个大家都爱吃的“地瓜干”其实应该是暗色的,真正的地瓜切成粗粗的长条风干后,留下的只能是大地颜色,那些橙亮的地瓜干不知道是施了什么魔法!还有那些缤纷的糖果,城里的超市可是不多见。她们都美丽地展示在阳光下,不需要包装纸的点缀。

还有我们老话说的“二十三,糖瓜粘”中的“糖瓜”,我可算见着了。那是一个小摊位,只简简单单地摆着糖瓜和关东糖。听大大说,这种糖都是自家做出来的,只是甜、粘,没有什么特殊的味道。现在的小朋友可能是不爱吃,但是那确实我们童年的回忆啊。一个大锅熬出浓浓的糖稀,撒上些白芝麻搅拌,稍稍凝固后再拿大刀切成块儿,小孩子嘴里叼着,好幸福!温馨、用心、凝结幸福,或许就是摊主只摆糖瓜儿和关东糖的信心所在吧。

街边净是推着小车的,我一看,竟然都是卖同一种东西的——金黄的豆皮。不知道大家尝没尝过北京的炸咯吱盒(通州的为最佳,当然我们顺义也不差),长相不怎么样,味道却真心不错,它就是用豆皮做的。熬出豆浆液,取上方的豆皮,风干压平整,那就是我们推车上卖的豆皮。老师傅将几张豆皮卷成一卷,足有“千层”,加上些香叶或是芝麻隐藏其中,刀落便是一小小段,大勺一起、油锅沸腾。待到香味四溢,金光色的咯吱盒便滋着油汪出锅了,小孩们嘴馋心急,大人们总是说刚出锅烫着你,别心急,这咯吱盒呀,是越嚼越香的。我想也是,心急什么呢,好的东西经得住咀嚼、经得住时间,我们人也该是一样的。

论顺义市集什么卖得最好,那得说我们的炸豆腐。普通人家都是“二十五,炸豆腐”,我们顺义商贩天天炸可都还供不应求。有的家提前备着几大铁盘子,来个几位“七八斤”的客户,一大盘眨眼就没。有的家直接就把油锅搬过来,鲜嫩的白豆腐当场切成块儿下锅,等着豆泡飘起来的时候,另一口锅里炸着喷香的“鹅脖”(我们老家特产,一种内含肉馅的面食,金黄、香脆)吸引着过路的人。那个炸豆腐炖在汤里,吸收着

汤汁却又不满，一点也不会很咸，咬一口，能看到质密的像小蜂窝一样的豆腐，口感无比弹爽。就算是只有一碗白饭，就着这老家的炸豆腐我也能美美地来上一顿。

问过老爸小时候最喜欢集市里面的什么，老爸说当然是大烙饼。逛荡累了，家长就找个卖吃食的地方歇脚，烙饼、面条什么的来上一些解饿。（我深有感触，逛了一上午跟饿狼似的）今儿我们就撞见了抻面的摊子，一对夫妻，几张桌椅，没有餐单，就是高汤抻面。这边一对爷孙过来，说着“来两碗”。那边男主人就拿出一团面，揉、擀、切、抻、拉、担，一气呵成，这案板上的干面粉还漂浮在空中呢，如小瀑布一般的面条就下锅了，他又开始了另一团。女主人点过凉水后，就拿笊篱娴熟地捞起了滑溜的面条，放到大碗里，浇上高汤再加点辣子，这么一碗分量十足的手擀面就热腾腾地上桌了。爷俩好是欢喜，尤其是小孙子，筷子挑动着面条，一根出溜进嘴，汤汁还留在嘴边；或是几根一起胡噜，都能听见面在汤中跳舞的声音。爷爷说小孙子一人就能干掉一大碗，我是真信，也是真心羡慕，我们是不是都忘了那个能吞掉一头牛的年纪了，这种面条我们现在还觉得津津有味嘛？

刚宰出来的大盆带血肉、烤制过的真牛头，大块密实的酱牛肉、阳光下银闪闪乱在水里扑腾的鱼、像是油画一样色彩艳丽的蔬果和酱菜、喷着鸡蛋香的蛋糕点心、不知卤还是煮的满盆鹌鹑蛋、如一个个小山丘的花生栗子、治愈所有人的糖葫芦（种类和味道可比学子的强）、白乎乎像是胖小子的咸鸭蛋、精巧的小银饰、成排的花布和小虎鞋、奇特形状的簸箕和爬犁和刨羊刀、红彤彤的对联年画、甚至那条有错别字的广告语，在我眼里都是那么的可爱。

还有那吃面爷俩的笑脸，卖茴香的大叔那句“您马年大吉”，大爷对着镜头露出的灿烂微笑，那个爷爷对着炸豆腐伸出的大拇指，用小三轮驮着高龄奶奶赶集的年轻弟弟，招呼着让我们尝尝糕点的阿姨，帮我们把粉条驮到车上的叔叔……他们也作为“赶集”的符号留在我的脑海里了。

这么多的字却还是没说尽我这一上午，草草倒像一片流水账，但我却很开心，因为这些琐碎的事是我不想忘的。诚如大家所知，我们的脑子十分懒惰，唯有讲述与记录能让细微之事历久弥新。很幸福能与大家分享。

中午，我们便驱车回家。这时候，还有三三两两的小轿车向这边开来，一点也不着急忙慌，想必是知道2、3点这回事的。一路上，我便想赶集以后我一定要常来的，一次的欢乐实在是有限。不是有那么句歌词嘛，人家有头小毛驴从来也不骑，有天心血来潮才骑上去赶集。

我的小毛驴应该是在半路上了。



关于“二十三，糖瓜粘”有这么个顺口溜，供大家一乐：

妞儿妞儿你别馋，过了腊八就是年；腊八粥喝几天，滴沥挂啦二十三；二十三，糖瓜粘；二十四，扫房子；二十五，炸豆腐；二十六，炖羊肉；二十七，做新衣；二十八，把面发；二十九，蒸馒头；三十儿晚上熬一宿，大年初一扭一扭；初一饺子，初二面，初三合子团团转，初四烙饼摊鸡蛋，初五接着包饺子。

（各地应该有所差异，这是作者从小背的一版）



1997-2014, 冯导的私人订制

撰文：2013 级国贸 龙雨璇

1997年过去了，我很怀念它。

也许很多观众看完《私人订制》后会产生和冯导一样的感触。这部向《甲方乙方》致敬的电影，却让观众更加怀念前作。

影片主体由三个小故事组成，但是整体犹如小品堆砌，有些支离破碎。每个故事之间似乎没有必要的关联，缺乏一气呵成的美感，总是依靠演员符号化的表演去完成了一系列笑料式的转变。剧情上也差强人意，看似每个人物都完成了自己的梦想之旅，但对于三位被订制者的梦想实现之旅一直停留在了幽默的表面。我想通过细节或者矛盾点推动被订制者经历挣扎、沮丧到转变再到梦想实现才是一个故事最核心最精彩的部分，就像《老人与海》，在精湛的过程描写面前，最终是否捕到大鱼不那么重要，读者更多享受的是过程。但影片里几乎没有涉及，所以，我很难贴近人物去感受这个梦想究竟有多美妙，有多悲哀，有多讽刺。而且在第二段

1997年过去了，我很怀念它。



大篇章的融入其他人的故事，扰乱整个剧情的结构。未成年过生日和李咏见学姐的篇幅与第二段主故事毫无联系，感觉像是编剧和导演为了填满剧情而生生加入。最让人疑惑的是结局，生硬加入道歉的情节，很难明白在成全他人的清廉梦，高雅梦，有钱梦之后为什么要向环境道歉。总的来说，《私人订制》的故事性和连贯性都不足以成为一部合格的冯氏喜剧。

但是，也就是这部少有好评的电影，这部冯导用来还人情的电影，一周内破四亿，刷新了华语电影的记录。冯导说：“我随随便便拍一部电影就卖钱，我认认真真拍一部电影就不卖钱，这让我产生了很大的困惑。”

这仿佛是中国电影目前的困境。雏形的市场，畸形的审美，惰性的习惯一点点培养与调节出来的消费拥趸。票房大热的影片往往并不是真正的好的影片，总是要加入一些低俗的噱头才能让电影有卖点，才能让观众就算骂也会心甘情愿进电影院。比起《战国》《富春山居图》快餐式毫无营养的电影，《私人订制》起码表现出一定的诚意，碰触时事加以反讽，不管效果如何，起码敢于对贪腐、污染等雷区虎视眈眈。电影本是一场梦，可这些创造梦



2013年过去了，我有点害怕。

境者却又不得不时时刻刻跳出来，提醒我们，梦本身，也是有成本的。导演们需要投资方去实现他们的梦想，投资方需要观众买票去肯定导演的梦想，于是，一拨又一拨艺术人在纯粹的电影与现实的票房之间徘徊，遗憾的是太多的人决定屈服。这，怨不得冯导，更多的是我们，万千观众中的一枚，我们是否选择了好电影，为好的导演们营造了好的土壤，让他们可以尽情地施展自己的才华。

再回到冯导的电影。冯氏喜剧一直稳据贺岁片重头戏的位置，冯小刚的招牌，王朔的幽默，葛优的金牌演绎，一次次的铁三角联盟赚足大家口碑与欢笑。嬉笑怒骂之下自然不仅仅是浮浅调笑，还有嘲讽，有思考，有共鸣，有探索，有温情……这次，还有怀旧，怀念的不仅仅是《甲方乙方》，还有那个时代。

2013年过去了，我有点害怕。

这是冯导原本准备给《私人订制》的结局台词。看完后有失落有回想，我依旧期待着他的春节联欢晚会，他明年的贺岁片。期待的是一种情怀吧。

色彩

心理学

嘿，你从色彩里读到了什么？
你理解色彩心理学吗？
每种颜色都有它独特的心理学意义，色彩具有不可思议的神奇魔力。

小测试



可以选择两个，记住编号：第一次选择的是你现在的状态第二次选择的是你在不久的将来的状态。

1	2	3
4	5	6
7	8	9

1. 无忧无虑，顽皮，愉快的人

你喜欢自由自在、无拘无束的生活。你尽量享受每一刻，好奇心旺盛，对新事物抱有开放的态度；你向往改变，讨厌束缚。

3. 时常自我反省，敏感的人

你对于自己及四周的环境能够比一般人控制得更好更彻底。讨厌表面化及肤浅的东西；你宁愿独自一人也不愿跟别人闲谈，但你跟朋友的关系却非常深入，这令你的心境保持和谐安逸。

5. 专业，实事求是，自信的人

你掌管自己的生活，相信自己的能力多于相信命运的安排。对日常生活中所遇到的事物抱有现实的想法，并且能够应付自如。人们知道你可靠，因此都放心把大量工作交给你处理。

7. 具分析力，可靠，自信的人

你对事物的灵敏度令你发现到旁人忽略了的东西。喜欢发掘这些美好的东西，你的教养对于你的生活有很特别的影响。你的理想生活是优雅而愉快的。

2. 独立，前卫，不受拘束的人

你追求自由及不受拘束，自我的生活。你对于自由的渴求有时候会使你做出令人出人意表的事。生活方式极具个人色彩；你永远不会盲目追逐潮流。你会根据自己的意思和信念去生活，就算是逆流而上也在所不惜。

4. 务实，头脑清醒的人

你作风自然，喜欢简单的东西。人们欣赏你脚踏实地，他们觉得你稳重，值得信赖。你能够给予身边的人安全感，一种亲切，温暖的感觉，对时装潮流抱着怀疑的态度。

6. 温和，谨慎，无攻击性的人

你生性随和，但处事谨慎。很容易认识朋友，但同时享受你的私人时间及独立生活。你需要个人的空间，跟自己及这个世界都能够和睦共处，而你对现状亦非常满意。

8. 浪漫, 爱幻想, 情绪化的人

你是一个感性的人。你拒绝只从一个严肃, 理智的角度去理解事物。你不接受那些轻视浪漫主义及被理智牵着鼻子走的人; 而且不会让任何事物影响到你那丰富的感情及情绪。

9. 精力充沛, 好动, 外向的人

你不介意冒险, 特别喜欢有趣的, 多元化的工作。你最兴奋的是可以积极参与任何比赛活动, 因为这样你就可以在众人面前大显身手了。

生活中的色彩心理学

丰富多彩的颜色散落在我们生活的各个角落中, 每一个细节都与颜色息息相关。首先, 给大家介绍一个著名的试验。日本色彩学家原田玲仁将两个人分别放入蓝色系和红色系墙壁的房间, 然后他们凭自己的感觉在里面待上一个小时后再出来, 结果发现红房间的人 40 分钟就出来了, 而蓝房间的人 70 分钟后还没出来。

色彩在客观上是对人们的一种刺激和象征; 在主观上又是一种反应与行为。人的时间感会被周围的色彩所扰乱, 因此在红色等鲜艳的颜色充斥下, 人会感觉时间过得特别慢, 而蓝色让人感觉时间过得很慢, 这也能解释刚刚这个实验了。

再放眼我们的生活, 色彩心理学的运用随处可见。例如, 快餐店给我们的印象一般是座位很多, 效率很高, 顾客吃完就走, 不会停留很长时间。有人喜欢和朋友约在快餐店碰面, 但其实快餐店并不适合等人。这是因为很多快餐店的装潢以桔黄色或红色为主, 这两种颜色虽然有使人心情愉悦、兴奋以及增进食欲的作用, 但也会使人感觉时间漫长。如果在这样的环境中等人, 会越来越烦躁。

色彩心理透过视觉开始, 从知觉、感情而到记忆、思想、意志、象征等, 其反应与变化是极为复杂的。色彩的应用, 很重视这种因果关系, 即由对色彩的经验积累而变成对色彩的心理规范, 当受到什么刺激后能产生什么反应, 都是色彩心理所要探讨的内容。于是, 通过心理学家的研究, 将色彩心理学代入生活, 下面我们一起来了解色彩心理学在生活中的运用吧。

颜色的重量

色彩是有重量的。请大家不要误解, 颜色自身是没有重量的, 只是有的颜色使人感觉物体重, 有的颜色使人感觉物体轻。例如, 同等重量的白色箱子与黄色箱子相比, 哪个感觉更重一点? 答案是黄色箱子。此外, 与黄色箱子相比, 蓝色箱子看上去更重; 与蓝色箱子相比, 黑色箱子看上去更重。色彩与重量的关系, 在室内装修中也得到了广泛的应用。比如, 天花板采用明快的颜色, 然后从墙面到床再到地板采用逐渐加深的颜色, 可以制造出一种稳定感, 使人感觉安全和安心。

颜色的大小

你听说过膨胀色和收缩色吗? 像红色、橙色和黄色这样的暖色, 可以使物体看起来比实际大。而蓝色、蓝绿色等冷色系颜色, 则可以使物体看起来比实际小。物体看上去的大小, 不仅与其颜色的色相有关, 明度也是一个重要因素。例如, 女性穿黑色丝袜, 我们就会觉得她的腿比平时细, 搭配服装时, 建议采用冷色系中明度低、彩度低的颜色。下身穿黑色, 上身内穿黑色外搭其他收缩色的外套, 敞开衣襟效果也很不错。纵贯全身的黑色线条也非常显瘦。可是, 虽然黑色等于苗条, 但是如果从头到脚一身黑的话, 也不好看, 会让人感觉很沉重。黑色短裤配白色 T 恤衫是比较常见的搭配方式。如果反过来, 白色短裤配黑色 T 恤衫, 就会立刻显得很新潮。白色短裤、白色 T 恤衫并外罩黑色衬衫的话, 也很时尚。

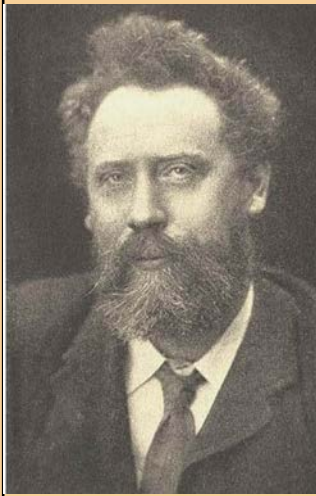
颜色的感觉

色彩明快感与忧郁感与纯度有关, 明度高而鲜艳的色具有明快感, 深暗而混浊的色具有忧郁感; 低明基调的配色易产生忧郁感, 高明基调的配色易产生明快感; 强对比色调有明快感, 弱对比色调具有忧郁感。凡是偏红、橙的暖色系具有兴奋感, 凡属蓝、青的冷色系具有沉静感; 明度高的色具有兴奋感, 明度低的色具有沉静感; 纯度高的色具有兴奋感, 纯度低的色具有沉静感。因此, 暖色系中明度最高纯度也最高的色兴奋感觉强, 冷色系中明度低而纯度低的色最有沉静感。强对比的色调具有兴奋感, 弱对比的色调具有沉静感。

颜色具有某种潜在的能量, 希望大家能在学习和生活中发现并掌握这种神奇的力量, 活学活用, 精彩每一天。我们相信, 只要用心去感悟, 色彩的世界就不再陌生!



Out of the night that covers me,
Black as the Pit from pole to pole,
I thank whatever gods may be
For my unconquerable soul.
In the fell clutch of circumstance
I have not winced nor cried aloud.
Under the bludgeonings of chance
My head is bloody, but unbowed.
Beyond this place of wrath and tear
Looms but the Horror of the shade,
And yet the menace of the years
Finds, and shall find, me unafraid.
It matters not how strait the gate,
How charged with punishments the scroll,
I am the master of my fate:
I am the captain of my soul.

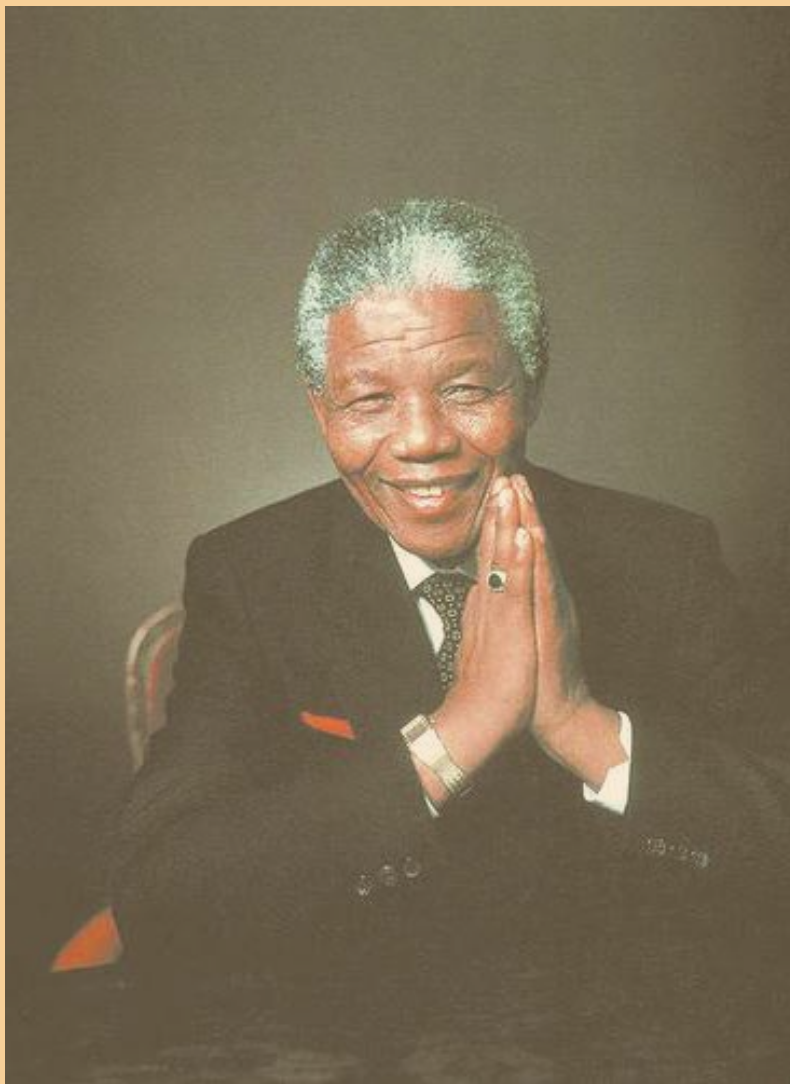


Invictus
William Ernest Henley

不可征服

威廉·埃内斯特·亨利

透过覆盖我的深夜，
我看见层层无底的黑暗。
感谢上帝曾赐我，
不可征服的灵魂。
就算被地狱紧紧攫住，
我不会畏缩，也不惊叫。
经受过一浪又一浪的打击，
我满头鲜血都不低头。
在这满是愤怒和眼泪的世界之外，
恐怖的阴影在游荡。
还有，未来的威胁，
可我是毫不畏惧的。
无论我将穿过的那扇门有多窄，
无论我将肩承怎样的责罚。
我是命运的主宰，
我是灵魂的统帅。



此诗为维多利亚时期（19世纪）英国诗人威廉·埃内斯特·亨利

（William Ernest Henley, 1849-1903）的名篇。作者从小体弱多病，患有肺结核症，一只脚被截掉；为了保住另一只脚，他一生都奋力和病魔抗争，不向命运屈服。Invictus，拉丁语（=unconquerable），“不可征服”之意。此诗是诗人在病榻上所作。

前南非总统纳尔逊·曼德拉的传记片《成事在人》于2009年公映，并获得第82届奥斯卡金像奖。《成事在人》的片名由

原来的工作用名“The Human Factor”改为了“Invictus”——该片导演克林特·伊斯特伍德取自曼德拉经常背诵的一首短诗《Invictus》，由 William Ernest Henley 创作，主题是有关“面对灾难时争取生存”。

影片根据约翰·卡林的作品《与敌人战斗：纳尔逊曼德拉和一场改变国家的比赛》（Playing the Enemy: NelsonMandela and the Game That Made a Nation）改编，编剧是安东尼·佩卡姆。讲述了曼德拉的一段政治经历。曼德拉成功竞选总统一职后，南非被选为1995年橄榄球世界杯东道主。曼德拉决定支援南非的橄榄球队跳羚队。跳羚队的队员都是白人，以前因南非实行种族隔离制度而被国际赛事拒之门外。大部分黑人一向将跳羚队视为种族隔离制度的符号。但当跳羚队在加时赛打败新西兰队，赢得世界杯冠军时，黑人与白人的隔膜随之消失。皮尔纳是当时的橄榄球队长，在世界杯举办过程中与曼德拉结下了深厚的友谊，曼德拉还亲自给皮尔纳颁发奖杯。

编者选此诗，愿以此慰曼德拉的在天之灵。📖

