

# ACYF INFORMATION

## Roundups

2



Cross-Straits Youth Festival Held in Beijing



ACYF Rolls Out Law Popularization Program



Social Practice Program for Ethnic Minority Students Launched



10000 Mu Pasture Project Launched in Ali, Tibet



Universiade Beach Concert Held in Shenzhen

## Social Focus

12



The Emergence of the Microblog Era

Microblog in China



The Formation and Effects of the Microblog Era



The Future of the Microblog Era



How to Speak in the Era of Microblog?

## Local Moves

7



Shanxi: China-EU Youth Week Successfully Held in Xi'an



Jiangsu: Red Ribbon Health Kit Program Started



Sichuan: First Sichuan-Hong Kong Young Entrepreneurs Forum Successfully Held in Yingxiu



Hunan: Face-to-face Chat between Young Migrant Workers and Provincial Party Secretary



Chongqing: the 13th Postgraduate Team in Support of Education Sets out

## Photos

15



Contemporary Youth

## International Exchange

16

## Cross-Straits Youth Festival Held in Beijing



A thematic youth festival, attended by some 10000 youth from both sides of the Taiwan Straits, was held on July 12, 2011. During the activity, Chen Yuan, a junior student from Peking University, and Chen Peiwen, a young teacher from Taiwan Pingdong Pedagogic University, took a photo with a huge picture exhibited in the Great Hall of the People as the background.

Named “A Small Step of the Two Parties, A Big Step of the Whole Nation”, this huge picture exhibited in the northern hall of the Great Hall was photographed on April 29, 2005, when Mr. Hu Jintao, General Secretary of the CPC, was

meeting with Mr. Lien Chan, the then Chairman of the Chinese KMT in the place where the photo was exhibited. Attracted by this huge photo, youth representatives vied in taking pictures in front of it, imitating the handshake of historic significance.

For most of the Taiwan youth who came for the mammoth exchange program, it was their first time to enter the Great Hall of the People. Several thematic activities pushed the whole festival to an upsurge.

At the eastern hall, the host arranged a display of Chinese non-material cultural heritages.

The display of traditional arts such as calligraphy, water-color block printing, Tang-card making, seal carving, and puppet show are all so fascinating that they drew the great interest of Taiwan youth.

Shi Xiangzhen, a postgraduate from Chinese Language Department of Taiwan Xuanzang University, said that she would bring the inscription of the words “safe

and sound” by a calligrapher back to Taiwan. She told the press that calligraphy was a compulsory subject in her university. The correspondent was also told that most of the Taiwan representatives want to take advantage of this visit to deepen their understanding of traditional culture. Many of them said the programs of the festival, especially of the very day, were rich and colorful in content. Just as Lin Zhirong, a student of Taiwan East Sea University said, it was fascinating that so many young people could gather at one and the same time and deepen their understanding of the charm of traditional culture.

## ACYF Rolls Out Law Popularization Program

On the night of August 8, the taping of the final match of the juvenile law popularization TV program “monitor vs. monitor” was finished. Sponsored by the Channel of Society and Law of CCTV and Department of Right Protection of All-China Youth Federation, this program aims to popularize legal knowledge among young people, raise their legal awareness and ability of self protection, and

prevent juvenile delinquency.

It adopts the form of contest and promotion to examine the contestants’ legal knowledge, teamwork, logical inference and psychological mentalities. A number of other forms favored by young people were also adopted, such as real person shows, entertainments, games, PK and suspending ideas as well as vivid,

humorous TV images to illustrate legal knowledge, so as to achieve the purpose of containing education in amenities. It is broadcasted in the form of seasonal matches—an internationally popular form. The first season of programs consists of 27 groups from 27 senior high schools of eight provinces and municipalities, such as Beijing, Shanghai, Guangdong, Zhejiang and Hunan.



## Social Practice Program for Ethnic Minority Students Launched

The inauguration ceremony of the social practice program for ethnic minority university students together with the 1 million Hubei university student summer vacation program of supporting the countryside in educational, cultural and medical services was held at South-Central University for Nationalities. Cosponsored by All-China

15 universities for nationalities all over the country and 26 universities of Hubei and 500 outstanding students of 34-ethnic groups took part in the ceremony.

After the ceremony, the students attended a lecture given by Chen Dayun, Party Secretary of South-Central

took part in quality-enhance training, getting better informed of the history of CPC as well as enhancing the awareness of coordination and spirit of teamwork.

It was reported that the 10-day program of social practice and social observation would cover theoretical training on

ethnic theory and history, social investigation methodologies and Hubei economy, which will be followed by eight categories of different thematic activities. In the set period, a series of programs including regional economic development forum, Chinese ethnic culture exhibition, “Red

Drifting Vase”, national solidarity galaxy and national solidarity gala, would also be held to promote idea exchange and friendship among students of various ethnic groups.



Youth Federation and All-China Students Federation, the program was held under the theme of “Know about the Chinese Nation and Serve the Mother Country”. Teachers from the

University for Nationalities, on the ethnic status quo in contemporary China. After that, they watched the film The Great Cause of Founding the Chinese Communist Party and

## 10000 Mu Pasture Project Launched in Ali, Tibet

On August 20, the project of planting a 10000 mu pasture was started in Ge'er County of Tibet's Ali prefecture. This was an important measure taken by ACYF together with the Ministry of Agriculture to enlarge and enhance the MRPP (Mother River Protection Project) by planting and protecting grass. The program is to be carried out with counties as the basic unit, and by following the principle of catering to local conditions. The major tasks of this project are returning land for grazing to pasture, planting grass by manual labor, pasture protection and eliminating insects and rats. Meanwhile in the context of the MRRP, this program will include a series of ecological protection publicity, aiming at guiding the public, especially the youth, to grass planting and protection and strive for improving the ecological environment.

Ali prefecture is the source of many

ivers, while the ecological environment there is rather weak and feeble. In coordination with the local ecological situation, the pasture planting program will cover all the seven counties in the prefecture, with a total planned area of 150000 mu and a total investment of more than 4.6 million RMB. After completion, the pasture will play a significant role in promoting the local farming and livestock breeding industry, the improvement of the regional ecological environment as well as enhancing the plateau and border ecological screening development.

During the launching ceremony, responsible persons of the Department of Rural Youth of ACYF and Grassland Monitoring Center of MOA conferred banners to the Ali Young Volunteer Team of Pasture Monitoring. Then young representatives and farmer and herdsman representatives read their initiatives. In the end, leaders presented on the activity unveiled the tablet of the pasture and sowed grass seeds together with more than 300 local youth and other representatives.



## Universiade Beach Concert Held in Shenzhen

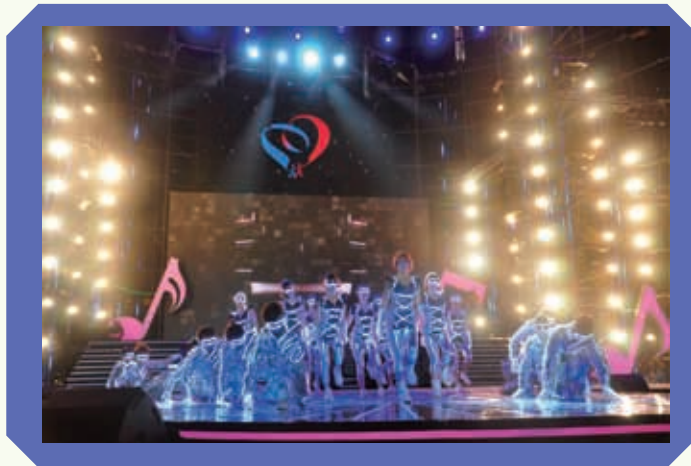
“This is a night totally belongs to us,” said Zhao Qi, a student of Xinjiang Agriculture University. Shenzhen Dameisha Beach Park was stuffed with young atmosphere on the night of August 10. Over 3000 university students from the five continents all over the world gathered in Shenzhen, announcing the start of the Universiade Beach Concert.

With the theme of “Bridges of Friendship”, this beach concert brought together the art troupes of 12 world-famous universities, including Cambridge University, Humboldt University of Berlin, Tyumen State University of Russia, Peking University, Tsinghua University, Chinese University of Hong Kong, Taipei Oceanic Technical College and Macao University.

At eight o’ clock p.m., Pan Gang, Vice President of All-China Youth Federation and President of Yili Group and Katarlina Nevedalova, Member of European Parliament and Vice President of European Youth Forum jointly set the crystal ball at the center of the stage in motion, which marked the beginning of the concert. The performance was divided into four parts, namely dream, youth, friendship and world, which included HIP-HOP, rock

and roll, campus balladry and other music forms.

The Scarborough Fair performed by the Troupe of Cambridge University was blended with the rhyme of jazz, thus bringing to the audience a



unique beauty. While Shenzhen Hongling High School’s A City in the Sky attracted all the audience into the singing. Apart from giving perfect performances, young people from different continents also brought with them a bottle of sand from their respective continents. The five bottles of sand was mixed together, and used for drawing the wonderful sand paintings.

Adam Lenton, a student from University of Exeter, said that he was “deeply impressed” by the concert held in the beach. He said that although the musicians and singers came

from different countries, many of the songs they sang were world renowned songs and can be understood by people from all over the world. Music brought people together.

At the end of the performance, 13 bands sang together the song We Are the World, which was originally sung by the famous singer M. Jackson. Zhao Qi and other audiences stood up and joined the singing. At that time, the stage can no longer separate the singers and the audiences—they went together and some even embraced each other. Their friendship was strengthened with the singing of the lyrics We Are the Future.

The beach concert was one of the activities of 2011 EU-China Year of Youth, which was jointly launched by Chinese Premier Wen Jiabao and European Commission President Barosso. In Shenzhen, European delegates also took part in the EU-China Youth Forum on Participation on August 11 and watched the opening ceremony of the 26th Universiade on the night of August 12.

## Shaanxi: EU–China Youth Week Successfully Held in Xi’an



On July 4, 2011, a 100–member European Delegation headed by Luca Scarpiello visited China and took part in the EU–China Youth Week held in Xi’an. European delegates are from the 27 member states of European Union.

Lu Yongzheng, Vice President of All–China Youth Federation, received the delegation. Lu said that EU–China Year of Youth was the first theme year since the establishment of foreign relations between EU and China and it was jointly proposed by the leaders of both parties, showing their farsightedness and strategic anticipation for deepening EU–China relationship and their expectation for a more positive role of the young people. It is hoped that the Year can serve as a bridge and platform for exchange between youth from EU and China. During their stay in Beijing, the delegation held a forum with young cadres of the International Liaison Department of the Central Committee of China Communist

Party. The forum was on the topic of the history of CPC and its foreign communication.

After finishing their visit in Beijing, the delegation went to Xi’an to take part in the opening ceremony of the EU–China Youth Week as well as EU–China Youth Forum on Sustainable Development. During the forum,

200 Chinese and European young representatives had deep discussions on the topics of green volunteering, green traffic, green consumption and green innovation, aiming at strengthening cooperation in the aspects of initiating green lifestyles and environmental protection. Besides, European and Chinese youth launched EU–China Green Proclamation on the site of 2011 World Horticulture Expo and initiated the green cycling activity. European delegates also visited communities, universities, enterprises and industrial park areas in order to deepen their understanding about China.

2011 EU–China Year of Youth was jointly initiated by Premier Wen Jiabao and European Commission President Barroso and implemented under the leadership of ACYF and European Commission, aiming at promoting and deepening the partnership between EU and China. EU–China Youth Week was one of the seven flagship events of the Year.

## Jiangsu: Red Ribbon Health Kit Program Started

On the afternoon of September 23, the red ribbon health kit program was started in Nanjing. Volunteer association representatives from a number of universities such as Nanjing Agricultural University, Nanjing University of Technology, Nanjing Medical University, Nanjing University of Information Science & Technology and Nanjing Xiaozhuang University and employees from more than 20 enterprises of Jiangsu attended the launching ceremony. Some vivid and lively interactive anti-AIDS performances and games were conducted on the ceremony. Experts from the provincial disease control center gave the volunteers special training on anti-AIDS knowledge.

Through mobilizing university volunteers going to enterprises, factories, construction sites and communities to distribute health kits free of charge to migrant workers, and share with the workers knowledge on AIDS prevention, this program aims to improve people's awareness of health and self protection. The program is expected to mobilize volunteers from 100 universities to go to 1000 enterprises. After the ceremony, student volunteers will visit enterprises and carry out face-to-face communication with migrant workers and employees on safety, health and AIDS prevention, and distribute health kits free of charge and survey on their knowledge of AIDS prevention.





## Sichuan: First Sichuan–Hong Kong Young Entrepreneurs Forum Successfully Held in Yingxiu



At 10: 50 a.m. of September 22, more than 100 young entrepreneurs from Sichuan and Hong Kong attended the first Sichuan–Hong Kong Young Entrepreneurs Forum on the multifunctional hall of the second floor of the Wenchuan Youth Center, which was built under sponsorship of ACYF. The forum was hosted by Ning Yuan, famous anchorman and member of the Sichuan Provincial Youth Federation.

On the forum, Qing Lidong, Party Secretary of Wenchuan County, Xie Hong, Deputy Chairman of the Sichuan Provincial Political Consultative Conference, Zhang Tong, Chairman of the Sichuan Provincial Youth Federation, and Lin Fuqiang, EC member of the All–China Federation of Industry and Commerce, and CEO of Guanghui International Co., Ltd, delivered keynote speeches respectively. Then six guests of honor from Sichuan and Hong Kong, namely Zhou Jian, Wang Guangya, He Jilun, Ye Zhendu, Hong

Wemin and Huang Yongguang held thorough discussions and reached consensus on further strengthening the exchange and cooperation between youth and youth organizations of the two regions, the responsibilities of young entrepreneurs in society, the means of the enterprises in both regions to seize the opportunity and join hands for common advancement in the new round of Western China Development, as well as the ways for them to play a more positive role in building a harmonious society.

It was reported that these Hong Kong young entrepreneurs were invited by the related government departments of Sichuan and they came to Sichuan with the purpose of promoting the exchange and cooperation between the two regions and deepen the friendship between young people. The Hong Kong delegation was composed of over fifty outstanding young entrepreneurs under the sponsorship of the youth department of Office of Foreign Department of CPC in Hong Kong, and the Resident Office of Sichuan Provincial Government in Guangzhou. During their stay in Sichuan, young entrepreneurs from both regions visited the relics of Xuankou High School in Yingxiu town, where they paid respect to the victims of the May 12 Wenchuan Earthquake in 2008, and laid bouquets in tribute to them.

## Hunan: Face-to-face Chat between Young Migrant Workers and Provincial Party Secretary



Hunan Provincial Youth Federation and the Bureau of Human Resources and Social Security of Hunan organized an appraisal of prominent and outstanding migrant workers in the first half of this year. 21 migrant workers were awarded.

On the afternoon of July 25, Zhou Qiang, Party Secretary of Hunan and Chairman of the Standing Committee of Hunan Provincial People's Congress, invited the 21 awarded young migrant workers to the compound of the provincial Party Committee to have a cordial chat with them and listened to their dreams and wishes. Looking at their young and plain faces, Zhou warmly asked them to take their seats. "I am very glad to invite you here and hear what you think in your mind," he said. The migrant workers were deeply impressed by Zhou's words.

Sitting next to Zhou, Dong Zhiping broke silence first. This Spring, he was invited, as



a representative of migrant workers, to Zhongnanhai by Premier Wen Jiabao for a forum discussing the government work report and the draft outline of the 12th Five-Year Program. "The encouragement of the Party and government will always inspire me to forge ahead!" he said. As an ordinary steel bender, he persevered in hard studies, creatively innovated the method of steel bending and won the Lu Ban prize. "By working hard, we can make great contribution on ordinary post," he said.

"I am a migrant worker who has revolutionized the traditional boiler," Huang Wencan said, "Years of hard struggle have told me: Once inspired, you will have the goal but you can't reach it without action." With only junior middle school's education, Huang managed to invent integrated multifunctional kitchenware which boasts more than 50 independent patents. It can totally substitute the traditional boiler and enjoys great market potential.

"Grassroot spirit shining here, and the loafing migrant workers have now their own home", Said Liu Zhixiang, a migrant worker from Taoyuan County who works in Hangzhou. Liu created a "Home for the Grassroots", providing his fellow workers with a cultural and recreational center, which has now become a famous welfare organization for the migrant workers.

There was neither beautiful rhetoric nor high-sounding words. But the simple language and expressions conveyed sincere feelings.

"Migrant workers are an important com-

ponent of industrial workers,” remarked Zhou, “You are a vital force in our modernization drive. You have made unique contributions to our economic and social development. Steel bending yields Lu Ban prize. You have fulfilled your mission with your whole heartedly contribution, and you have realized your dreams by hard work. Your dark skin reflects your sound health. You have evolved greatness out of the ordinary, loftiness out of simplicity, joy out of struggling and fashion out of nature.” Zhou Qiang gave them such an evaluation after hearing their words.

When the symposium was about to end, Zhou Qiang invited them for a group picture. He handed out some gifts he prepared for distribution to all of them—some Party history books and some books on technical training, as well as some telephone cards for them to communicate with their families. Receiving such heartwarming gifts from the hands of the provincial Party Secretary, the migrant workers were so moved that appreciation can be read from their countenance.

## Chongqing: the 13th Postgraduate Team in Support of Education Sets out

The farewell ceremony of the 13th postgraduate team in support of Chongqing education was held on the morning of August 24 in the Chongqing Municipal Committee Compound of China Communist Party. Fifty-one postgraduate volunteers from nine key universities all over the country took part in the ceremony.

At the ceremony, the President of Chongqing Municipal Youth Federation conferred a flag to the team in support of their endeavor. He encouraged them to work hard and wished them a pleasant journey.

There have been totally 232 postgraduate volunteers once served in Chongqing since the implementation of the program in 2001. The 51 members of the 13th postgraduate team came from 9 universities, namely People’s University of China, Beijing Foreign



Studies University, Northeast Normal University, Tianjin Normal University, Yanbian University, Shandong Normal University, Chongqing University, Southwest China University, and Southwest China University of Politics and Law. They will serve in nine districts and counties of Chongqing, namely Changshou, Chengkou, Banan, Kaixian, Nanchuan, Rongchang, Pengshui, Wushan and Wuxi. Under the support of “Amway Rainbow” program, the team will also conduct activities aiming at serving children of migrant workers.



## The Emergence of the Microblog Era

Micro-blogging or Microlog is a form of blog which allows users to renew their texts (usually less than 200 characters) from time to time, and release the text to the audiences. The user can choose to open his/her microblog thoroughly or only to a certain group of audiences. The texts can be released in various forms, such as text messages, express information software, email, MP3 or web page. Some microblogs can be shared in the form of multimedia, like photos or videos. The most famous microblog is Twitter. The word “Twitter” itself has even become the byword of microblog.

The pace of modern life is getting quicker and quicker. It is difficult for most of people to calm down and write a blog of some 1000-word. But microblog is different. The users don't need to consider such red tape as title and the way of narration. All they need to do are to write down the most essential words or message in their mind.

### Microblog in China

Microblog is a new way of communication. This new form of expression has revolutionized people's way of blog writing and made blogs available to more people. In the microblog era, even personal trifles can steal its way into the net. Blogs are for commenting on big events and microblogs for trifles. This is a depiction of most young people's way of cyber life.

Since 2010, microblog has become a household net product. The era of microblog has took its shape and stars vied in setting up their own blogs.

In September 2009, with Kaifu Lee revealing his feelings and thinking after quitting his job on weibo.com, microblog has become a buzzword in China's IT industry. Although still at its Beta period at that time, many big shots and ordinary net pals



Blogs are for commenting on big events and microblogs for trifles. This is a depiction of most young people's way of cyber life.

Micro-blogs can be used for recording the scene, expressing feelings, and sharing happiness. Microblog can help to show yourself to your friends. The shining sentence is the reflection of its owner.

has already registered on weibo.com and started communicating with others, which made the microblog influential.

In Chinese, microblog is pronounced as weibo, a homonym to muffler. The affectionate address seems to tell how the net pals are fond of it. With the support and love of consumers, the future of microblog is promising. At present, social networks such as kai-xin, renren, t.qq.com, weibo.com are enjoying rapid development.

## The Formation and Effects of the Microblog Era

On one hand, the formation of the microblog era is because of people are becoming more and more “lazy”.

When one needs to say things in long articles, one is bound to be tired out and wants to say it shortly and more to the point.

On the other hand, it's because microblog enjoys some unique features.

As blog has become a fashion, an agent would look unqualified if its client in the entertainment circles hasn't have a blog. But blog is not very suitable for attracting fans. While microblog is different: after registered, and maintaining active, fans will come to the stars via various means such as “listen” and “follow”.

The significance of Microblog does not rest with recording personal status and feelings, or sharing some humorous or graceful tongue-twisters. Along with the speedy development of technologies, the threshold of information release will get lowered. The concept that everybody can write blogs and edit his ideas has become popular. There is always large amount of fresh information released in microblog after some major events.

To some extent, microblog is a news explosion center and also the distribution center of poll opinion. In the late 1990s, the Clinton-Levensky sex scandal was first unraveled by Delaqui via blog. Following the appearance of microblog, local situations and latest developments of star trifles were unwrapped in microblog.

But due to its anonymity, both professional and amateur users can use it. Therefore the authenticity of information released on microblogs can not be guaranteed.

## The Future of the Microblog Era

Some thought that blog would cease to exist as microblog emerges, but actually they are complementary to each other. As we sometimes require speed, sometimes require depth, and sometimes need both. The report of news emphasizes speed, while to find out the reasons why these events happened, in-depth analysis is more important. Of course, as far as qualified news is concerned, speed, depth and width are all needed. It is a pity that sometimes these aspects are in contradiction and it is very difficult to achieve the balance between them.

We may well say that with the availability of many instant communication vehicles, anybody can release and transmit what's happening around him, thus making his contribution to people's understanding of and knowledge about the society. Maybe blog is too time-consuming, then microblog can serve people's need well in releasing and sharing information without spending too much time. The information released by microblog can serve as an amendment to the news released by the government. Microblog will play an important role in diversifying people's sources of information, thus being very helpful for China in improving democracy and freedom.



## How to Speak in the Era of Microblog?



Information about contingencies often comes from microblog, so do the informative mass comments on them. Since its emergence, microblog has demonstrated fully the special features of WEB2.0 with its quicker and more independent and interactive service. The maximum capacity of a piece of Chinese microblog is 140 characters. Such an easy-to-access platform enables everybody to make his voice and being “heard” by others.

Microblog made its debut in China in 2010. Since then, all major websites have been vied in pushing out their own microblog platform, and the number of microblog users has kept rising. Featuring instant information sharing, broad coverage and highly freedom, microblog attracted many people and organizations in registering their own account, including many government departments and officials. According to incomplete statistics from the Public Opinion Office of People’s Net, microblog service has covered many administrative levels from the central to the local ones, as well as many functional departments, achieving remarkable results in facilitating dialogue between governments and the public and in improving the image of the governments.

Some officials even register microblog accounts during the sessions of the NPC and the CPPCC, using them to answer the questions raised by netizens. They are sincere and confident in answering these questions, without evading sensitive issues. Some of them are even expert in using microblog, renewing information instantly via computers or mobile phones and enjoy plenty of fans. By the end of January, 2011, there had been over 800 microblog accounts registered by the public security sector nationwide, which not only served the common people by releasing messages and circulating police information as well as security knowledge, but also attracted attention in dealing with contingencies.

Microblog platform is said to have upgraded the common people to Shakespeare’s level. It features special and grassroots language environment, which are quite different from the language styles of many government officials. This has made it a necessity for some officials to rethink how to speak.

“Who would listen to you if you keep on talking official language, instead of saying things in simple words and words understandable to the common people?” The first and foremost criterion in microblog is to refrain from stereotyped talk and fake information. The capacity of only 140 words would compel you to be very careful in choosing words. Only by doing this can you prove your sincerity and win the attention of your “audience”. While anybody who dare to tell lies on the microblog will face serious consequences.

Equality and sincerity is the basic principle in the world of microblog. Equality and sharing is the essence and merit of Internet, and the very charm of it. Everybody is equal and has the right to voice their opinion. “As long as we keep sincere and tell the truth, we will win the trust of others.”

## Contemporary Youth



On September 7, 2011, Zhang Shan (left), member of the Wang Yulin Young Volunteer Service Team, sang a song for senior citizen Wu Xingtan (the first from the right).



Xu Mao, a student of Chongqing Technology and Business University, has been helping the kids living in mountainous areas over the years, which showed the good mentality of contemporary university students.



In September, 2011, some 75000 volunteers of Guizhou served in the 9th National Traditional Sports Meeting for Ethnic Minorities.



Xue Yue'e, a teacher working in rural areas of Qingdao, together with the kids.



In July, the 2011 summer vacation social practice program started. Millions of college and secondary vocational school students head for rural areas, offering cultural, educational and medical services there. Picture shows students of Beihua College of Astronautics are visiting villagers who once delivered grain to the Eighth Route Army during the war.

## International Exchange



On July 7, Chinese and European youth were taking a photo in front of the “EU–China Youth Green Proclamation” .



During July 16 and 21, Chinese Youth Delegation visited Nepal.



On July 29, representatives taking part in the Second Session of Chevening Youth Leaders Training Program visited the City Hall of Nottingham.



On August 26, the Sino–US Youth Joint Social Practice Program was launched in Beijing.



On August 29, Chinese and Mongolian youth gathered in Inner Mongolia.