



News Release

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FOR IMMEDIATE RELEASE—Jan. 26, 2006

New Course will Explore Chinese Culture, Society and Language

KEUKA PARK, N.Y.—Students pursuing Keuka College degrees in China are learning a lot about American culture and society, as well as the English language.

Thanks to a new course being offered in the 2006 spring semester, Keuka students will learn the same things about China.



INS 295: An Introduction to Chinese Culture, Society and Language is the result of growing public interest in China and the College's international business program in China, according to Gary Smith, associate dean for professional studies and international programs.

"The time is right for such a course," said Smith. "Americans are realizing how little they know about China at a time when this knowledge could be most useful."

Smith said the course is "an excellent precursor for individuals thinking about travel to China or those seeking a deeper understanding of the changes taking place in this emerging world power."

The course will cover an introduction to basic spoken and written Mandarin.

"About half of the course is devoted to language while the rest is devoted to a broad overview of Chinese culture and society," said Smith. "Topics will include Chinese geography, economics, history, art, and politics."

The course will be offered Mondays from 6-9 p.m. starting Feb. 6. It will be taught by Zhao Yang, who comes to Keuka College from Qiqihar University in China, where she worked with the Keuka China program and taught for several years.

The course is open to Keuka students and area residents, who may take the course for credit or audit it at a reduced tuition rate.

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For more information, contact the registrar's office at (315) 279-5204.

Keuka began offering its bachelor of science degree in organizational management in China in 2002 and boasts the largest enrollment of any U.S. college operating in the country. Currently, some 3,000 Chinese students are pursuing Keuka degrees at five universities.

The Ministry of Education in Beijing has approved 46 of the U.S. programs (representing 34 colleges and universities) operating in China. Four of those are Keuka programs at Yunnan University of Finance & Economics, Tianjin University of Science and Technology, Jimei University, and Hebei Medical University. No other college or university from any country ever received more than two of these recognitions, including such notable U.S. institutions as Michigan, Maryland, and George Washington.