

**Confucius Institute of Rutgers University (CIRU)
Brown Bag Lunch Discussion Series 2017**

The Chinese-English Keywords Project (中英关键词项目)



Moderator : Louisa Schein

Associate Professor from Rutgers University SAS-Anthropology

Time: Friday, November 3, 2017 at 12:30 PM-2:00 PM

Location: Room 102, 24 College Ave. New Brunswick, NJ 08901

The New Jersey Team:

Junjie Chen, Independent Scholar

Lina Qu, PhD Student, Comparative Literature, Rutgers

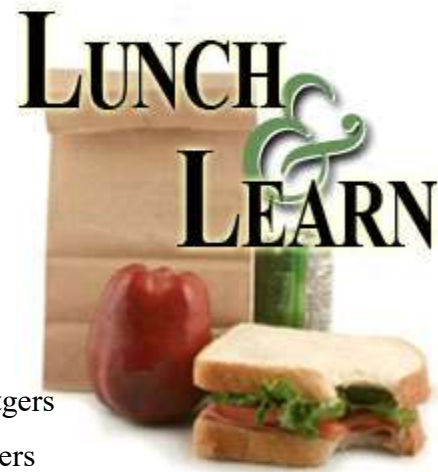
Coco Xu, PhD Student, Comparative Literature, Rutgers

Lissa Crane, PhD Student, Anthropology, Rutgers

Ying-Chao Kao, PhD Student, Sociology, Rutgers

Yiqing Fan, Anthropology Major, Aresty Research Assistant, Rutgers

Ziqing Yang, Linguistics Major, Aresty Research Assistant, Rutgers



Abstract : The Chinese-English Keywords Project (CEKP) is a global and growing network of scholars interested in conceptual gaps that emerge when key terms migrate between English and Chinese. Representing fields such as anthropology, sociology, literature, politics, geography, and media studies, participants are based in China, the U.S., Europe, Australia, Taiwan, and Hong Kong. While China has begun circulating keywords as forms of soft power publicity, and has included keywords on the college entrance exam, we - as social science and humanities scholars - take what we call the “SOCIAL LIVES” of keywords as lenses on China and pursue vibrant accounts that may include academic, official, media and folk spheres. Our endeavor is less about true or accurate translation and more about an imaginative and open-ended approach to the growing dialogue between Chinese and English. Come join us for an overview of the project and workshop of a sample keyword. Feel free to bring a keyword that you think about in your own field.

For more information on the CEKP, please contact Dr. Schein at louisaschein@gmail.com

**Free Workshop for RU Faculty and staff. Knowledge of Chinese is important for this event.
Limit seats available. RSVP is required, call 848-932-2490 or email at yh521@global.rutgers.edu.**