

NEWSLETTER

ASI Global

October 15, 2025

FEATURED STORY

ASI Global Publishes Hello, Hanzi Book 2 — Now Available to Readers Worldwide

In September 2025, ASI Global announced the publication of the second book of its *Hello, Hanzi* series — a comprehensive learning resource designed for international university students, young learners, and business professionals with no prior experience in Chinese. Developed by the Editorial Committee of the “ZiChuang” Cultural Project and published by Sino-Culture Press, the series embraces the innovations of the AI era to offer a contemporary approach to mastering Chinese characters. Building on the success of the first book launched earlier this year, the new volume continues ASI Global’s mission to promote Chinese language and culture through creative, learner-centered approaches. The book is now officially available to readers worldwide.



*Hello, Hanzi Book Series and Sample Pages from Hello, Hanzi Book 2
(Please click [HERE](#) to read the full sample pages on ASI Global news.)*

The Hello, Hanzi series is a flagship cultural and educational initiative of ASI Global, dedicated to reimagining how international learners engage with the Chinese language. Developed with a focus on accessibility and creativity, the series presents Chinese characters as both linguistic symbols and vessels of culture. The first volume explored the foundational structure of Chinese characters and their practical applications in daily life—from the origins of pictographs to simple everyday expressions.

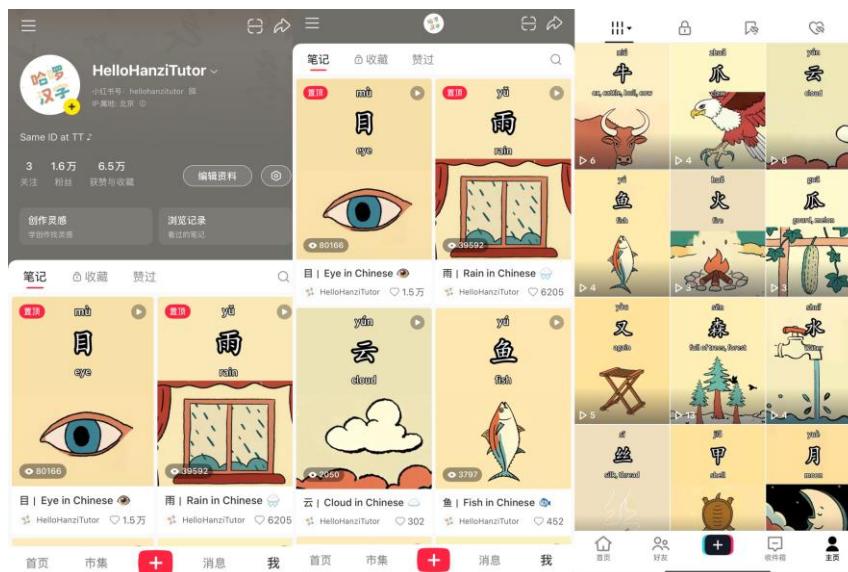
Continuing the “**Character + Culture + Application**” framework introduced in the first book, the second volume centers on the theme of **Social Integration**, focusing on high-frequency situations that foreigners often encounter when first arriving in China. The book is organized into five carefully designed units—Preparing to Enter China, Currency Exchange, Hotel Accommodation, Renting a Home, and Studying in China—each reflecting authentic experiences of living, studying, and adapting to a new environment.

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• Key Highlights of Book 2

Through real-life scenarios such as completing arrival forms, exchanging currency, checking into hotels, signing rental agreements, and registering for university courses, learners are introduced to 40 core Chinese characters per unit. Each character is paired with practical expressions and cultural insights that illuminate the logic and values embedded in modern Chinese society, helping readers engage more confidently and meaningfully in daily life in China.

- **Better Aligned with Real Needs:** Covers practical needs from arrival to campus life.
- **Deeper Cultural Insight:** Explores the stories and social contexts behind Chinese characters, offering a richer understanding of how cultural values shape everyday expressions.
- **More Structured Grammar Support:** Each unit introduces key grammar points such as particles, modal verbs, and prepositions, building a stronger foundation for sentence construction.
- **Enhanced Digital Learning:** Supported by the ZiChuang Chinese Character Culture Platform and [@hellohanzitutor](#) on rednote and TikTok, offering interactive learning experiences beyond the printed page.



[@hellohanzitutor](#) on rednote and TikTok

Please click [HERE](#) to watch the Most popular videos on [@hellohanzitutor](#) (rednote).

Beyond the printed page, the *Hello, Hanzi* project has brought Chinese characters to life through engaging short videos on social media. On its official account [@hellohanzitutor](#), each post creatively visualizes the structure and meaning of Chinese characters, helping learners strengthen memory through fun and impressive storytelling. The account updates daily and has attracted more than 16,000 followers on rednote, where Chinese Hanzi learners from around the world actively share their learning experiences in the comments. Please follow [@hellohanzitutor](#) on rednote and TikTok to experience more daily inspirations and share the joy of discovering Chinese characters together.

Through Hello, Hanzi Book 2, ASI Global hopes to help learners go beyond language and gain a deeper understanding of Chinese culture and everyday life. The third book, focusing on **Social Interaction**, has been largely completed and is expected to be released in late 2025, continuing the series' mission to make learning Chinese an inspiring and culturally immersive journey.

• For Our Teaching Faculty:

If you are interested in learning more about the series or contributing to broader conversations on Chinese culture and its global engagement, please feel free to reach out to us. We look forward to staying connected and continuing this journey together.

Upcoming Event

For our October LUMINAI Public Lecture Series on *The Brain's Codes for Space*:

BIO

Edvard I. Moser is interested in how spatial location and spatial memory are computed in the brain. His work, conducted with May-Britt Moser as a long-term collaborator, includes the discovery of grid cells in the entorhinal cortex, which provides the first clues to a neural mechanism for the metric of spatial mapping. Their current focus is on unravelling how neural microcircuits for space, time and memory are organized in terms of interactions between thousands of diverse neurons with known functional identity, a computational neuroscience endeavour that is significantly boosted by the invention of Neuropixels probes and 2-photon minisscopes for freely moving rodents - technologies that the Mosers and their group have participated in developing.

Edvard Moser is the Founding Director / Co-Director of three Research Council-funded Centres of Excellence:

1. Centre for the Biology of Memory (2003-2012)
2. Centre for Neural Computation (2012-2022)
3. Centre for Algorithms in the Cortex (2023-2033)

In 2007 the Research Centre became a [Kavli Institute](#), with Edvard Moser as the Director.

Nobel Prize: Edvard Moser shared the Nobel Prize in Medicine or Physiology 2014 with May-Britt Moser and John O'Keefe.



Join us on **October 20th, from 8:00 to 9:00 p.m. (Beijing Time) via [VooV Meeting \(ID: 182-677-702\)](#)** for an inspiring open lecture by **Professor Edvard I. Moser, 2014 Nobel Laureate in Physiology or Medicine and Professor of Neuroscience at the Norwegian University of Science and Technology (NTNU)**.

In this session, Professor Moser will explore “*The Brain's Codes for Space*”, revealing how networks of specialized neurons—place cells in the hippocampus and grid cells in the entorhinal cortex—form the brain's internal GPS that underlies spatial navigation and memory. Drawing on breakthroughs in large-scale neural recording, he will discuss how these neural maps emerge and organize, and how insights from the brain's biological computation may inspire the development of more efficient and sustainable artificial intelligence.

Faculty Work Gallery

This month we introduced a paper on the differences between Chinese and American conceptions of self and how they impact education, which is shared by Professor Bradd Shore, Goodrich C. White Professor in the Department of Anthropology at Emory University. If you are interested in showcasing your research, grants, book releases, conference presentations, or any work you deem valuable and interesting to share, please feel free to contact us.



International Journal of Intercultural Relations

Volume 15, Issue 3, 1991, Pages 285-310



Conceptions of self within China and the United States: Contrasting foundations for adult education

Daniel D. Pratt

Abstract:

Cultural, social, political, and psychological influences are shown to result in different conceptions of self within China and the United States. The Chinese construction of self emphasizes continuity of family, societal roles, the supremacy of hierarchical relationships, compliance with authority, and the maintenance of stability. Identity is, largely, externally ascribed, subordinated to the collective, and seeks fulfillment through performance of duty, ordained roles, and patterns of filial loyalty. Within the United States the individual is recognized as the starting point for construing the social order, and the self is considered a psychological construct as much as an artifact of cultural, social, and political influences. These differences are shown to provide different foundations for thinking about the provision of education for adults.

Pratt, D. D. (1991). Conceptions of self within China and the United States: Contrasting foundations for adult education. *International Journal of intercultural relations*, 15(3), 285-310.

Please click [HERE](#) to access full text.

GEC CULTURE STORY

Laughter, Cake, and Team Spirit: GEC's Birthday Parties Keep the Joy Going!

From early spring to the golden days of autumn, GEC Academy has continued its beloved tradition of celebrating every GECer's birthday with warmth and joy. Across our offices in Beijing, Shanghai, Shenzhen, Guangzhou, Suzhou, Tianjin, and Chengdu, each celebration — big or small — was filled with laughter, thoughtful gifts, and heartfelt wishes. For those working afar, our birthday surprises traveled by mail, carrying the same love and appreciation that make GEC feel like home wherever we are. These moments remind us that every GECer matters — and every smile is worth celebrating.

• Sweetest Moments

Every celebration began with simple joy — a beautiful birthday cake and the familiar sound of laughter filling the room. The gifts were small but thoughtful, prepared with care to make every birthday feel special.



GEC

CULTURE STORY

• Games, Giggles & Surprises

Between work and meetings, the games brought everyone together again — relaxed, laughing, and sometimes a little competitive. GECers from different teams joined hands to make each birthday gathering warm and lively.



As we wrap up three quarters of celebrations, we're reminded that it's never just about birthdays — it's about connection. Every shared laugh and thoughtful gesture brings the GEC community closer together, wherever we are. Looking ahead, we hope to carry this warmth into the days, months, and years to come — continuing to celebrate our people, share moments of joy, and grow together as a community that truly cares.

AMAZING WORK FROM GEC STUDENTS

Each month, GEC will introduce some of our exceptional students' work in a specific research area to our audiences. This month we selected two articles from our previous students in the field of **Economics**.

Research on the Impact of Digital Economy Trend on Urban Agglomeration in China

This study offers an in-depth analysis of how population expansion affects cities, industries, and individual livelihoods, drawing on historical data and experiences to provide a comprehensive context. It explores the patterns and drivers of urban migration and agglomeration, offering insights into the underlying motivations, psychological factors, and trends that shape these movements. By examining the urban agglomeration effect and population migration in the digital economy, this paper aims to elucidate current social phenomena and provide informed conjectures on the future trajectory of urban development in this rapidly evolving economic landscape.

Click [HERE](#) to read the full text!



The Impact of Delayed Retirement on Economic Growth in the Context of Population Ageing: The Case of China

This study mainly explores the merits and demerits of raise retirement age policy for China's society and economy against the backdrop of an increasingly aging population. The study analysed that pushing back retirement age policy can have helpful effects on the community's overall economy, such as the replenishment of the labour supply, building human capital, enhancing the spending power of older persons, the optimization of the overall consumption structure, and the reduction of the pressure on and financial burden of pension payments. .

Click [HERE](#) to read the full text!



Join Us at ASI Global Technical Sponsorship Conferences: Open Calling for Committee Members & Speakers

We are thrilled to hear from our GEC faculty members, teaching fellows, teaching assistants (PhD holders), and scholars.

Since 2023, ASI Global has taken immense pride in its role as a technical sponsor for a diverse array of international academic conferences, with a vision entailing both promoting interdisciplinary cooperation and nurturing an inclusive, collaborative educational environment that extends its benefits beyond the scientific community to society at large. Hence, we are enthusiastic about extending invitations to more of our esteemed GEC Faculty members and Teaching Fellows, encouraging your active involvement as committee members or innovative speakers and storytellers, who are passionate about sharing innovative ideas with the brightest minds, providing enriching insights, offering innovative experiences, and sharing real-world examples, among other valuable contributions to ASI Global technical sponsorship conferences.

Upcoming Conferences

For August, we have 1 technical sponsorship conference covering quantum computing, big data analytics, deep learning, and autonomous systems and beyond.

- October 17-19; Shanghai, China
- [The 2025 3rd International Conference on Data Science, Advanced Algorithms, and Intelligent Computing \(DAI 2025\)](#)



WHAT PROGRAMS DOES GEC OFFER IN SEPT & OCT SEMESTERS?

In September and October, GEC launches a total of **47 online research programs** in the areas of Finance, Economics, Computer Science, Electrical Engineering, Mechanical Engineering, Psychology, Materials Science and so on, partners with **24 Chinese universities** to develop students' global competence through the GEC Global Competence Development Course. In both months, GEC also provides **6 personalized programs** for Xidian University, Southwestern University of Finance and Economics, Huaqiao University and sets up **5 customized lectures** for Guiyang Healthcare Vocational University, Yunnan College of Finance and Economics, and Fujian Medical University. We will continue to gather students, faculty, and staff for an unrivaled academic experience.

The tables below show detailed information about the programs:

[GEC 2025 September Program List,](#)
[GEC 2025 October Program List,](#)

[Universities offering GEC Global Competence Courses in September 2025,](#)

[Universities offering GEC Global Competence Courses in October 2025,](#)

[GEC Personalized Programs for Universities in September 2025,](#)

[GEC Personalized Programs for Universities in October 2025,](#)

[GEC Customized Lectures for Universities in September 2025,](#)

[GEC Customized Lectures for Universities in October 2025](#)

Please click [HERE](#) to find previous program/course offerings.

Newsletter Improvement Survey

We would love to hear your thoughts or feedback on how we can improve your experience with our newsletter.

For your convenience, please click [HERE](#) to fill out the survey link.

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