

中国  画报

A Window to the Nation A Welcome to the World

CHINA PICTORIAL

Vol. 871 January 2021



What to Remember What to Expect



国内零售价: 10元

USA \$5.10 UK £3.20

Australia \$9.10 Europe €5.20

Canada \$7.80 Turkey TL10.00

ISSN 0009-4420



9 770009 442217

邮发代号2-903 CN11-1429/Z



PROMOTING THE SPIRIT OF READING

CHARITY PROGRAM

SENDING NEW EXTRACURRICULAR BOOKS TO CHILDREN IN THE REMOTE MOUNTAINOUS AREAS, ALLOWING THEM TO ACQUIRE KNOWLEDGE, BROADEN THEIR HORIZONS, AND ESTABLISH IDEALS.

DONATION

DONATE 15,000 YUAN FOR 1,000 VOLUMES OF NEW EXTRACURRICULAR BOOKS TO THE PRIMARY AND MIDDLE SCHOOL STUDENTS IN THE REMOTE MOUNTAINOUS AREAS.



中国下一代教育基金会

China Next Generation Education Foundation

ADD: NO.26, CAOQIAO EAST ROAD, FENGTAI DISTRICT, BEIJING TEL: 010-65275519

塞罕坝

牢记使命 艰苦创业 绿色发展

半个多世纪，三代人耕耘。

沙地变林海，荒原成绿洲。

寒来暑往，

塞罕坝机械林场的森林覆盖率

已达80%。

栽种树木按二米株距排开，

可绕地球赤道二圈。

Saihanba is a cold alpine area in northern Hebei Province bordering the Inner Mongolia Autonomous Region. It was once a barren land but is now home to 75,000 hectares of forest, thanks to the labor of generations of forestry workers in the past 55 years. Every year the forest purifies 137 million cubic meters of water and absorbs 747,000 tons of carbon dioxide. The forest produces 12 billion yuan (around US\$1.8 billion) of ecological value annually, according to the Chinese Academy of Forestry.



January 2021

Administrative Agency: 主管: 中国外文出版发行事业局
China International Publishing Group (中国国际出版集团)

Publisher: China Pictorial Publications 主办: 人民画报社

Address: 社址:
33 Chegongzhuang Xilu 北京市海淀区车公庄西路33号
Haidian, Beijing 100048 邮编: 100048
Email: imagechina@chinapictorial.com.cn 邮箱: imagechina@chinapictorial.com.cn

Editorial Board: 编委会:
Li Xia, He Peng 李霞、贺鹏
Bao Linfu, Yu Jia 鲍林富、于佳

Editor-in-Chief: Li Xia 总编辑: 李霞

Editorial Directors: Qiao Zhenqi, Yin Xing 编辑部主任: 乔振祺、殷星

English Editor: Liu Haile 英文定稿: 刘海乐
Editorial Consultants: 语言顾问:

Scott Huntsman, Nathan Bennett 苏格、白浩天

Operations Supervisor: Xu Shuyuan 业务主管: 许舒园
Editors and Translators: 编辑、翻译:

Bian Xiuhong, Gong Haiying 卞秀红、龚海莹

Hu Zhoumeng, Li Yiqi 胡周萌、李艺琦

Li Zhuoxi, Wang Shuya 李卓希、王舒雅

Zhao Yue, Zhou Xin 赵月、周昕

Social Media Operation Specialist: 海外社交媒体运营专员:

Cecile Zehnacker 塞西尔·泽纳凯

Graphic Designer: Stanisa Vebic Shineta 图表设计: 林美珠

Operation: Zhang Yingjie 编务: 张英杰

Design: Alinea Productions 设计: 利雅法盛

Director of Brand Center: Wang Shuo 品牌中心执行主任: 王烁
Telephone: 86-10-68717725 电话: +86-10-68717725

Remittance to: 邮购收款人:
Publishing and Distribution Department, 人民画报社出版
China Pictorial 发行部

Legal Adviser: Yue Cheng 法律顾问: 岳成

Printing: Toppan Leefung Changcheng 印刷: 北京利丰雅高长城
Printing (Beijing) Co., Ltd. 印刷有限公司

Overseas Distribution:

China International Book Trading Corporation (Guojiao Shudian),

35 Chegongzhuang Xilu,

P.O. Box 399, Beijing 100044, China

Telephone: 86-10-68413849

Fax: 86-10-68412166

China Book Trading (Canada) Inc.

Telephone: 1-416-497-8096

出版日期 每月1日

国内刊号: CN11-1429/Z

国际刊号: ISSN0009-4420

京海工商广字第0121号

In China, subscriptions are available at any post office.

Subscription and distribution agency in Hong Kong, Macao, and Taiwan:

Hong Kong Peace Book Company, Ltd.

17/F, Paramount Building, 12 Ka Yip Street, Chai Wan, Hong Kong

Visit *China Pictorial* on the Internet:

www.china-pictorial.com.cn

Follow us on:



Features

2021: What to Remember and What to Expect /04

Major Milestones in 2020 /12

Economic Outlook 2021 /28

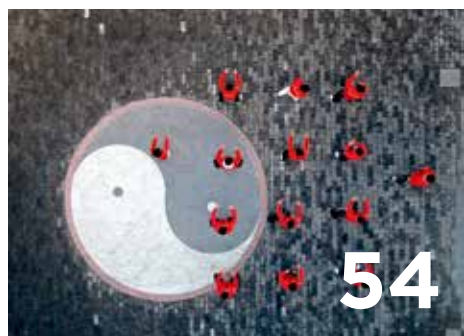
2020: Online-Offline Integration /30

Museums in the Post-pandemic Era /46

Life in the Pandemic /48

COVID-19 Opens a Window for a
Revolution in Online Education /62







FEATURES

2021

What to Remember and What to Expect

Text by Zhou Xin

Even when a huge “black swan” appears, we still have reason to draw lessons from the past and look forward with optimism.

The COVID-19 pandemic bombarded the world with uncertainty in 2020.

No predictions from late 2019 saw it coming. New Year's Eve revelers from around the world were elated about the dawn of 2020 as they are about any other year.

2020 already passed and 2021 has arrived. From behind masks, it is hard to see the future through the fog of uncertainties. Optimism for the future has become in short supply.

Will the world become a better place?

"No winter can stay forever, and spring will always come," declared Zhong Nanshan, an academician with the Chinese Academy of Engineering and a respiratory expert, in his opening speech for the "Zooming in on COVID-19" online photo exhibition. On January 18, 2020, a photo of 83-year-old Zhong taking a nap on the high-speed train bound for Wuhan went viral in China. In 2003 when SARS was raging, Zhong Nanshan, then director of the Guangzhou Institute of Respiratory Diseases and president of Guangzhou Medical University, led a team to fight on the frontlines of the battle against SARS. He accepted and treated SARS patients without hesitation and rushed to various places to offer guidance on treating the deadly disease. Zhong was a major player in the victory over SARS. Seventeen years later, the doctor in his eighties joined the battle against another respiratory disease and headed a high-level expert group from the National Health Commission of China. Again, he was a force in the fight against COVID-19.

Huoshenshan Hospital and Leishenshan Hospital were built in about 10 days to treat severe and critically ill COVID-19 patients, and many temporary treatment centers were established to admit patients with mild symptoms. A top-level response to the

coronavirus outbreak was launched across the country. Under the strong leadership of the Communist Party of China (CPC) Central Committee with General Secretary Xi Jinping at the core and through joint efforts of medical workers and people across the country, China achieved a phased victory in epidemic prevention and control. The prevention and control system now in place has matured, and people are now getting vaccinated. We look forward to complete victory over the virus around the world in the foreseeable future.

On February 24, 2020, Huangfu Yiming, a graduate student from Northwestern Polytechnical University staying in his hometown of Nantong City, Jiangsu Province for winter holiday, engaged in his online thesis defense with university instructors more than 1,000 kilometers away. "We were supposed to complete the thesis defense at my university on February 24," Huangfu said. "I had prepared slides and text during the winter vacation. Although the sudden outbreak disrupted the graduation schedule, the school soon arranged defense online so we could graduate on time."

The epidemic decimated normal communications, but with the help of the internet, people moved much of their lives to the "cloud." Online conferences, virtual classrooms, and online exhibitions suddenly became the norm. For some time now, online activities have been mainstream. Grocery shopping, medical consultation, and medicine purchasing can all be performed with a mobile phone without leaving home. The epidemic has made mobile phones even more indispensable in modern life. As 5G networks spread across the country, we look forward to a new narrative driven by the "Internet of Everything" in 2021.

As the epidemic was effectively brought under control in China, offline



June 8, 2020: A bird's-eye view of Shenzhen, which just celebrated the 40th anniversary of the founding of the Shenzhen Special Economic Zone. IC



August 15, 2020: The construction site of Xiong'an New Area remains bustling late at night. Visual People

May 16, 2020: The survey team tasked with the mission to measure the height of Mount Qomolangma setting out from Shigatse, Tibet Autonomous Region for the peak. Visual People



activities gradually resumed. From May 21 to 28, the 2020 annual sessions of the National People's Congress (NPC) and the National Committee of the Chinese People's Political Consultative Conference (CPPCC), which had been delayed for two months due to the epidemic, successfully convened offline in Beijing. From July 7 to 10, the national college entrance examination, postponed for a month, was successfully conducted in-person. From November 4 to 10, the 3rd China International Import Expo was held as scheduled in Shanghai. What strategies

facilitated successful large-scale offline activities after initial progress of epidemic prevention and control in China? Masks, nucleic acid testing, social distancing and other resolute measures ensured people's safety at those events. After the strictest control measures of the early stage, business and life could go back to normal with ongoing epidemic prevention work in place.

Yang Zhongxiu, from the Bouyei ethnic group deep in the mountains of the Qianxinan Bouyei and Miao Autonomous Prefecture in Guizhou Province, recently



December 17, 2020: Researchers with China Academy of Space Technology open the Chang'e-5 return capsule and weigh the moon soil it brought back. by Jin Liwang/Xinhua



April 10, 2020: A woman in Urumqi, Xinjiang Uygur Autonomous Region sells hats and silk products through livestreaming. IC

relocated to a city. At present, he takes his children to school after breakfast every day, then goes to work in a factory, goes home for lunch at noon, and takes a walk with his family after getting off work in the afternoon. “I used to dream of seizing such a lifestyle, but it has already become reality.”

“No single person should be left behind during the building of a moderately prosperous society in all respects.” The year 2020 marked the final year for the targets of China’s campaign to complete the construction of a moderately prosperous society in all respects and eradicate absolute poverty. On November 23, Guizhou Province announced that the last nine poor counties in the province, including Ziyun, had been lifted above the poverty line. They were the last counties to achieve the poverty alleviation goal among all 832 poverty-stricken counties defined by the State Council Leading Group Office of Poverty Alleviation and Development. The goal of poverty alleviation across the country has been completed. China achieved the United Nations’ 2030 Sustainable Development Goals in poverty reduction 10 years ahead of schedule.

Escaping poverty is not the end, but the start of the journey to a better life. China will consolidate poverty alleviation achievements and prevent people from falling back into poverty. In the new year, we hope all emerging from poverty will continue reaching for better living.

“Someday, when my sail pierces the clouds, I will mount the wind, break the waves, and traverse the vast, rolling sea,” goes a famous line from a Chinese poem. China has remained committed to guarding against imported cases and preventing a resurgence of the outbreak at home. At the same time, business has resumed in an orderly manner. China’s

April 29, 2020: A girl takes an online class beneath the stand of her mother at a farmer's market in Wufeng Tujia Autonomous County, Hubei Province. Visual People




GDP rebounded to growth in the second quarter and recorded an average year-on-year growth of 0.7 percent in the first three quarters of 2020. Growth for the whole year is a foregone conclusion. China became the only major economy in the world to achieve GDP growth in 2020. Globally, the pandemic is far from under control. What will China's economy look like in 2021?

From October 26 to 29, 2020, the Fifth Plenary Session of the 19th CPC Central Committee was held in Beijing. The meeting set the main goals of China's economic and social development during the 14th Five-Year Plan period (2021-2025). The blueprint has already been unveiled. In 2021, the Chinese people will roll up their sleeves and continue to work hard.

And things are happening above the clouds. On July 23, 2020, China's Tianwen-1

probe set off for Mars. On December 17, after over a fortnight of space travel, Chang'e-5 successfully returned to Earth with 1,731 grams of lunar soil. We look forward to scientific researchers unraveling the mysteries hidden in the lunar soil.

In February 2021, the Tianwen-1 probe will reach Mars. Radio waves sent from the red planet represent even greater expectations.

Even when a huge "black swan" appears, we still have reason to draw lessons from the past and look forward with optimism. In addition to the setbacks, grief, and loss, the past year also brought acts of courage, wisdom, and love, which made us capable of enduring the past difficult year to welcome rays of sunshine from 2021. We believe that tomorrow will be better, and we believe that our dreams can still come true. 

Major Milestones

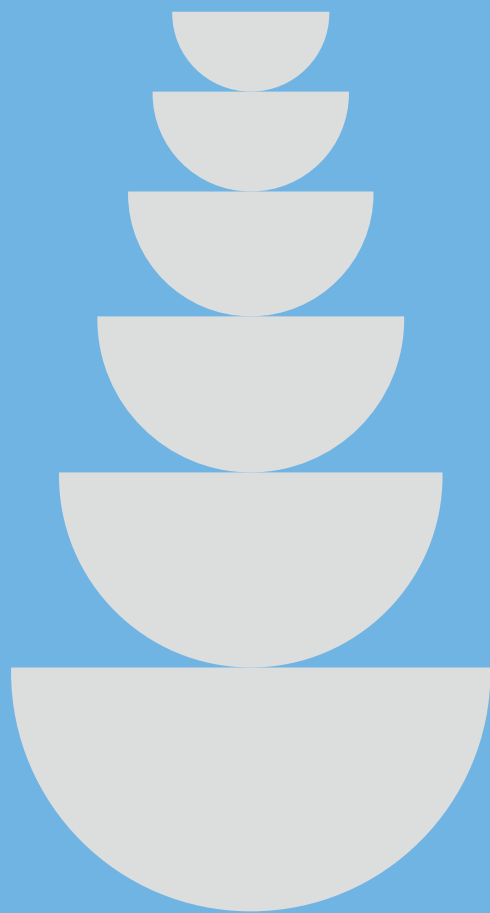
Edited by Li Zhuoxi

No one doubts that 2020 was a landmark year for China's national development.

The Chinese people united to fight the epidemic. China's opening up is becoming wider and wider, and mutually beneficial cooperation with other countries is making overcoming difficulties easier. Major breakthroughs have been made in the research of cutting-edge technologies. The mission to eradicate absolute poverty was completed as scheduled, and decisive achievements were made in completing the building of a moderately prosperous society in all respects. The Fifth Plenary Session of the 19th Communist Party of China (CPC) Central Committee drew a magnificent blueprint for China's development over the next five years and even longer. Rapid correction of economic indicators will help the world economy recover and make great contributions to building a community with a shared future for humanity.

in 2020

Memo
abilia



Chang'e-5 Mission

The successful completion of the Chang'e-5 lunar exploration project represented a milestone leap in the development of China's aerospace industry, evidencing China's ability to make round trips between the earth and the moon. It was a perfect ending of the three-step plan of "circumnavigation, landing and return" and laid a solid foundation for China's future lunar and planetary exploration.

“China's lunar exploration is becoming more and more open. We are engaging in more cooperation with international partners. The targets of China's space exploration have shifted from the moon to planets, and the development method has changed from independent to comprehensive opening up and cooperation.”

Pei Zhaoyu, spokesperson for the Chang'e-5 Mission





December 17, 2020: After about 23 days of in-orbit work, the Chang'e-5 returner lands safely in the planned area in Siziwang Banner, northern China's Inner Mongolia Autonomous Region, returning home with some "souvenirs" from the moon. Visual People

BeiDou Satellites

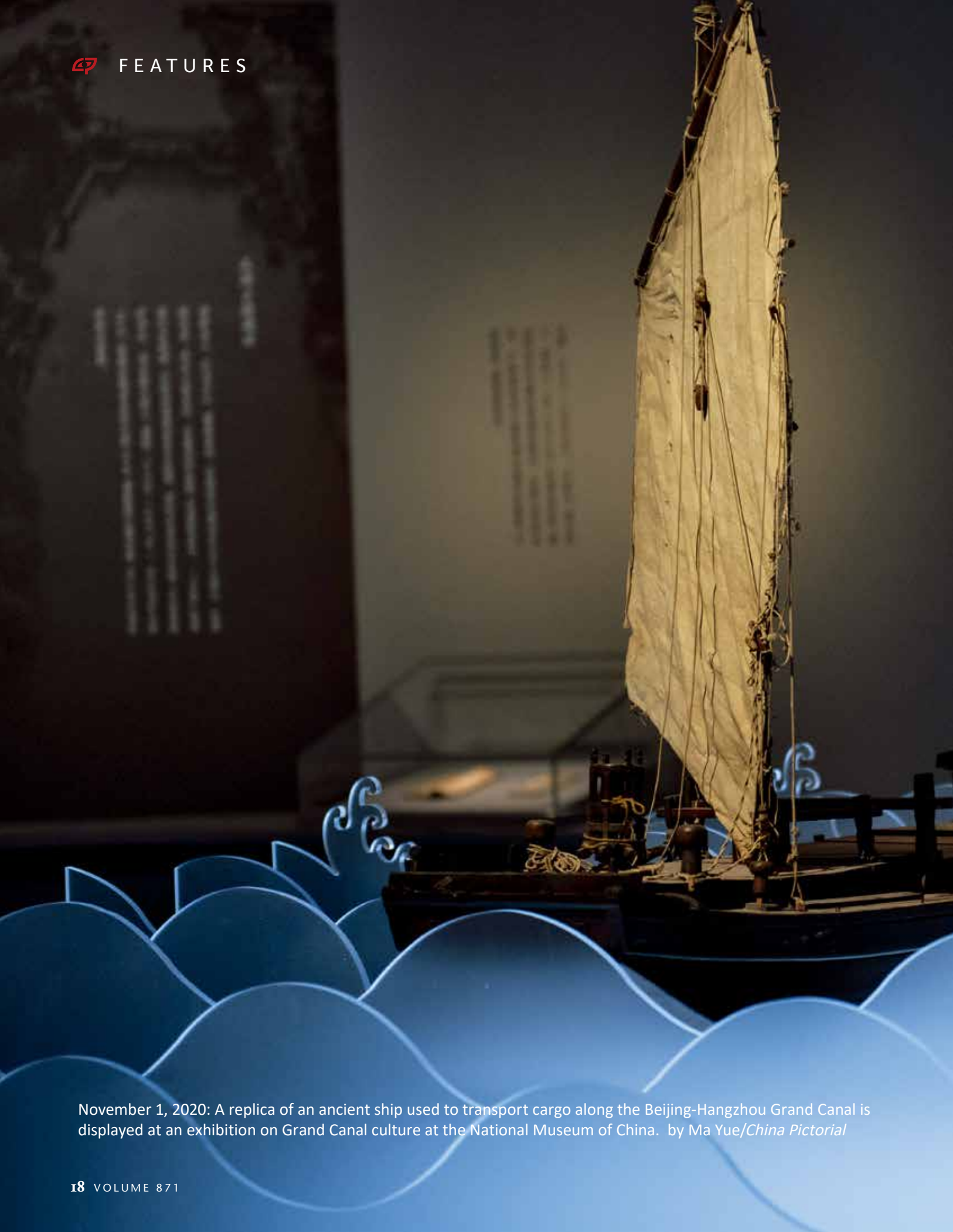
The BeiDou satellite navigation system is a global system independently constructed and operated by China. It is also the third mature satellite navigation system after GPS and GLONASS. BeiDou is accelerating its global integration. More than half of all countries in the world have used the BeiDou system. In recent years, BeiDou, GPS, Galileo, and GLONASS have established a cooperation mechanism based on compatible consensus, and the prospects for jointly building a satellite cluster with compatible use and higher precision have become more promising.

“The four major systems do not have a competitive relationship as some think. They are working together to provide global users with more accurate and reliable positioning and navigation services and promote world interconnectivity.”

Ran Chengqi, director of China Satellite Navigation System Management Office



June 23, 2020: The last global networking satellite of China's BeiDou-3 global satellite navigation system is launched from the Xichang Satellite Launch Center. The global constellation deployment of the BeiDou-3 system has been successfully completed. CFB



November 1, 2020: A replica of an ancient ship used to transport cargo along the Beijing-Hangzhou Grand Canal is displayed at an exhibition on Grand Canal culture at the National Museum of China. by Ma Yue/*China Pictorial*

■ Grand Canal Culture

With a history of more than 2,500 years, the Grand Canal is the world's oldest and longest man-made waterway. It is not only a milestone in world history of canal construction, but also represents an everlasting cultural gene of the Chinese nation. Although it is no longer used as a transport artery linking northern and southern China, the canal's historical and cultural implications continue growing with each passing day.

“The Great Wall and the Grand Canal are two icons of traditional Chinese culture. With an active and enterprising spirit, the Grand Canal significantly accelerated economic development and cultural exchange in China.”

Gu Yucai, deputy director of the National Cultural Heritage Administration of China



The construction site of Huoshenshan Hospital. In January 2020, Wuhan broke ground on Huoshenshan Hospital to combat the coronavirus outbreak. Through a 5G live broadcast, tens of millions of internet users served as “cloud supervisors” of the construction project. They could witness construction progress on Huoshenshan Hospital in real time. Total viewership exceeded 100 million. It was the first time that Chinese netizens experienced 5G technology on a large scale since it started commercial use. by Wu Wei

5G Technology

In addition to livestreaming hospital construction during the epidemic, 5G was also applied to multiple scenarios such as remote medical consultation and temperature screening. Since China officially started licensing in 2019, 5G has been commercially available for more than a year. On December 15, 2020, the Ministry of Industry and Information Technology of China claimed that the country had built the world’s largest 5G network, with more than 718,000 base stations built and co-construction and sharing of 330,000 base stations.

“5G is stimulating technological progress in the telecommunications industry, fostering new momentum for transformation and upgrading of the economy, and creating new life paradigms at the social level.”

Liu Duo, president of China Academy of Information and Communications Technology



Sanya Wuzhizhou Island Tourist Area in Haitang Bay, Sanya City, Hainan Province. The Hainan Free Trade Port is an important hub and meeting point for domestic and international dual cycles. by Qin Bin/*China Pictorial*

■ Dual Circulation

On May 14, 2020, a meeting of the Standing Committee of the Political Bureau of the CPC Central Committee first proposed “further deepening supply-side structural reform and leveraging the advantages of China’s super-large market and domestic demand potential to create a new development pattern where domestic and foreign markets can boost each other.” Constructing a new development pattern based on “dual circulation” is a major strategic deployment to boost China’s open economy to a higher level in the context of significant changes in the domestic and international environment.

“The new development pattern is based on the domestic economic cycle. It won’t lead to less opening up, but more resolute and wider expansion of the fields, scope, and depth of China’s opening up, so domestic circulation and international circulation can mutually grow.”

Yang Weimin, president of China Development Planning Research Institute of Tsinghua University

Fifth Plenary Session of the 19th CPC Central Committee

From October 26 to 29, 2020, the Fifth Plenary Session of the 19th CPC Central Committee was held in Beijing. The meeting focused on discussing proposals for China's 14th Five-Year Plan (2021-2025) and 2035 long-term goals, drawing a blueprint for the country's future development.

“This plenary session is extraordinarily significant. The 14th Five-Year Plan is the first of its kind to launch a new 30-year journey under the premise of completing the building of a moderately prosperous society in all respects.”

Li Junru, former vice president of the Party School of the CPC Central Committee



Yiri Township, Riwoqe County, in southwestern China's Tibet Autonomous Region, is committed to developing canyon tourism and introducing measures tailored according to local conditions to help lift local farmers out of poverty. The Fifth Plenary Session of the 19th CPC Central Committee declared that priority should be given to development of agriculture and rural areas for overall promotion of rural revitalization. by Xu Xun/*China Pictorial*



Shenzhen Bay, one of the national high-tech zones in Shenzhen. August 26, 2020 marked the 40th anniversary of the establishment of the Shenzhen Special Economic Zone. CFB

■ Shenzhen at 40

A landmark and role model for China's reform and opening up, Shenzhen rose from a small fishing village to become an international metropolis in only a few decades. The city is setting sail again by promoting reform and opening up from a higher starting point and building a pilot demonstration zone for socialism with Chinese characteristics.

“Tencent's journey in Shenzhen over the past 22 years has left us convinced that as long as its reform and opening up continues and the spirit of the special economic zone flourishes, Shenzhen will continue thriving, and enterprises in the city will continue developing and growing.”

Pony Ma, chairman and CEO of Tencent



September 6, 2020: At the China International Service Trade Fair in Beijing National Convention Center, the booth of SINOVAC Kexing Holding Biotechnology Co., Ltd. displays a COVID-19 inactivated vaccine. Visual People

COVID-19 Vaccine

On October 8, 2020, China signed an agreement with the Global Alliance for Vaccines and Immunization to formally join the “COVID-19 Vaccine Global Access” (COVAX). It was an important step for China to uphold the vision to build a community of common health for mankind and fulfill its commitment to promote Chinese-developed vaccines as a global public good. China solemnly promised that after China’s vaccine research and development is completed, the results would be provided as a global public good, with priority given to developing countries.

“China is taking this concrete step to ensure equitable distribution of vaccines, especially to developing countries, and hopes more capable countries will also join and support COVAX.”

Hua Chunying, spokesperson of China’s Ministry of Foreign Affairs



Relying on industrial development, poverty alleviation, ecological progress, and other strategies, Wenshan Prefecture in Yunnan Province has embarked on a road to prosperity. The picture shows farmers gathering marigolds in a field in Dabuhong Village, Badaoshao Township of Wenshan Prefecture. by Qin Bin/China Pictorial

Victory over Poverty

China is the largest developing country in the world and has always been an active advocate and a powerful promoter of global poverty reduction. In 2020, the rural poor population in the country was entirely lifted out of poverty at current Chinese standards. This marks that China achieved the poverty reduction goals of the United Nations 2030 Agenda for Sustainable Development 10 years ahead of schedule, a major contribution to global poverty reduction.

“Over the past 40-plus years, China has introduced effective poverty alleviation policies while its economy was developing rapidly, and mobilized all social forces to participate in poverty alleviation. More than 700 million Chinese people have been lifted out of poverty, contributing more than 70 percent of the world’s poverty reduction.”

James Lynch, director of the East Asia Department of the Asian Development Bank



An exhibition zone at the 3rd China International Import Expo (CIIE). From November 4 to 10, 2020, the 3rd CIIE, themed “New Era, Shared Future,” was held in Shanghai. by Xu Xun/China Pictorial

Third CIIE

The total exhibition area of the 3rd China International Import Expo (CIIE) was about 360,000 square meters, nearly 30,000 square meters larger than the previous year. Compared to the 2019 expo, Global Top 500 companies and leaders of specific sectors returned at an 80 percent clip. On a one-year basis, the cumulative intention of transaction was US\$72.62 billion, an increase of 2.1 percent over the previous session. The 3rd CIIE was held as scheduled in a special period and under a special international environment, reflecting China’s sincere desire to share market opportunities with the world and promote recovery of the global economy.

“The pandemic has made a big impact on the economy of China and the world. A platform like the CIIE is important to help economic recovery and restore confidence.”

Kamran Vossoughi, president and CEO of Michelin Greater China



May 27, 2020: Members of a Chinese survey team pose for a group photo at the summit of Mount Qomolangma. Xinhua

■ New Measurement of Mount Qomolangma

On December 8, 2020, Chinese President Xi Jinping and Nepalese President Bidya Devi Bhandari exchanged letters, jointly announcing the new official height of Mount Qomolangma, revising its elevation as 8,848.86 meters. As two neighboring countries separated by the mountain, China and Nepal have not only conducted joint missions to climb to the top of Mount Qomolangma, but have also cooperated on environmental protection in the mountainous area. Friendship between the two countries has produced positive results for Mount Qomolangma. China and Nepal jointly announcing the official height of the mountain was a key global milestone.

“ This survey project involves not only measuring the height of Mount Qomolangma, but also obtaining extensive data in realms such as meteorology and gravity which will be of great scientific significance for ecological and environmental protection.”

Li Guopeng, front-line commander of the Mount Qomolangma elevation survey mission

Economic Outlook 2021

Text by John Gong



John Gong

The author is a professor at the University of International Business and Economics (UIBE) and a research fellow at the Academy of China Open Economy Studies at UIBE.

The year 2020 was by all means a tumultuous one with the COVID-19 pandemic sweeping the world, already causing more than 80 million infections and 1.8 million deaths. Thanks to the resolute response of the government and the solidarity of the entire nation, China recovered from the catastrophe relatively fast. After both public health and the economic situations improved rapidly, life has pretty much returned to normal in China. China has developed contact tracing and quarantine mechanisms to quickly control mini-outbreaks as they occasionally pop up through imported cases.

The country recorded an unprecedented 6.8-percent GDP drop in the first quarter of 2020. But in the third quarter, its GDP saw an increase of nearly 5 percent, and that of the last quarter was projected to surpass 6 percent. By year-end, China would likely have eked out a 2-percent growth for the year as a whole, making it the only major economy in the industrialized world to achieve positive growth in 2020.

And what do China's economic prospects look like in

2021? The conclusion of China's annual Central Economic Work Conference on December 18 brought some clues. The central government laid out its strategic goals for the new year at the annual meeting. The conference released a plan focused on eight tasks for the new year, the first two of which pointedly address strengthening strategic technological innovation and consolidating the security and stability of supply chains. Technology and innovation rising to top priorities over the usual economic goals represents a striking shift from previous plans.

In terms of economic policies, the document issued by the conference states that the central government will continue to adopt proactive fiscal policy and a steady monetary policy. The document also emphasizes, as expected, the importance of consumption and the need for demand-side reform alongside other policy objectives. The new and most exciting content regards an initiative to "strengthen anti-monopoly enforcement and prevent disorderly expansion of capital." This clearly refers to the seemingly limitless expansion of several internet companies both in scale and in scope to

December 16, 2020: A farmer who operates an orchard in Jianglong Village, Yunnan Province shows the oranges he planted. Jianglong had been in impoverishment for decades as the only river in the village went dry due to geographical and historical reasons. Since the 1990s, the village has invested huge amounts in afforestation, returning farmland to forests. The once-dry river has finally begun to flow again and nurture the land. IC



the point of obstructing innovation by small and medium-sized companies and threatening the economy with systemic speculative financial risk.


For two decades, China's anti-monopoly authorities have largely taken a hands-off approach to the country's internet industry, leaving it bereft of regulatory oversight. The approach was based on an economics argument called "dynamic competition" which deemed the sector a Schumpeterian market sated with the "perennial gale of creative destruction" that the government should let run its course without intervention. But after many years, a few huge companies are clearly exerting market

dominance in China, which raises the question of whether abuse of dominance in violation of Article 17 of the anti-monopoly law is happening.

In succinct terms, technological innovation and anti-monopoly policy appear to be new strategic items joining the usual menu of economic policies and other related social policies in 2021. Hopefully, they will make a difference in boosting China's GDP growth, if only by a bit. The new year will be better for sure, as vaccines begin deployment in North America and Europe. The 1918 Spanish Flu pandemic, which lasted for 18 months, may be the best point of reference, and that duration is only half a year away.

Of course the virus' departure

will be great news, but historically, the post-pandemic economic recovery was steep, at least in industrialized countries. A pandemic is like a natural disaster that destroys property and kills people. But in the wake of the catastrophe, economic recovery tends to be robust and vigorous. The United States experienced a solid decade of major economic expansion after the Spanish Flu.

In 2021, China's GDP is likely to continue to rise at a pace like in the fourth quarter of last year, if not more. This would put China's growth for this year at about 7 percent, likely overtaking India's growth rate and putting China back at the top of the list of the fastest-growing major economies in the world. 

2020: Online-Of

Edited by Gong Haiying

In the early days of the COVID-19 outbreak, many cultural and art events and services like movies, exhibitions, education, and concerts moved entirely online. They lifted the cultural spirit of people stuck at home to maintain social distancing for epidemic prevention and control while reshaping cultural connections between individuals and society. As the epidemic was effectively contained in China, more and more people returned in swarms to museums, cinemas, and theaters, under masks. The threat of the pandemic still raging in most parts of the world seems to cause greater thirst for art and cultural products that may bring comfort and peace to the soul.

Online Integration

The image features a large, vibrant pink star-like shape in the center-left, composed of several overlapping polygonal segments. Behind it, there are light blue geometric shapes, including a large triangle and a smaller square. The background is a light gray, with a large, stylized green shape on the right side. In the bottom right corner, there is a vertical stack of five gray diamond shapes. The text 'Online Integration' is at the top, and 'culture' is at the bottom left, both in a bold, sans-serif font.

culture

Chinese National Costume Day

In recent years, *huafu*, apparel manifesting aesthetic styles of traditional Chinese culture, has quickly gained popularity among youngsters, becoming a cultural phenomenon integrating fashion and tradition. Statistics show that the annual sales volume of *huafu* has reached hundreds of millions of U.S. dollars.

“The revival of traditional Chinese costumes isn’t about cultural defense, but maintaining hope in the possibility of a resurgence of traditional culture in modern society and finding a new way to conduct dialogue with the world.”

Sun Xixuan, president of Dbus-Gtsang Huafu Club in Lhasa, Tibet





December 5, 2020: A visitor takes a selfie with fans of *hualu* (traditional Chinese clothing) on China National Costume Day in Nanjing, capital of Jiangsu Province.
by Guo Shasha/China Pictorial



The 35.05-meter-tall Hall of Supreme Harmony is the highest and biggest building in the Forbidden City. It served as a venue for emperors of the Ming (1368-1644) and Qing (1644-1911) dynasties to hold important ceremonies. Sitting on a white marble platform, the hall looks graceful and majestic. by Wan Quan/*China Pictorial*



Forbidden City at 600

The Palace Museum presented a series of cultural activities to celebrate the 600th birthday of the Forbidden City on December 8, 2020. From an imperial palace to a public museum, the Forbidden City not only manifests the unparalleled beauty of Eastern architecture but also preserves abundant cultural heritage.

“The 600-year-old Forbidden City needs to absorb advanced civilizations of other countries through cultural exchange between China and the rest of the world and promote mutual learning of different civilizations through dialogue between past and present.”

Wang Xudong, director of the Palace Museum

Brick-and-Mortar Bookstores

Bookstores have become urban cultural landmarks. Although offline book retailing has been greatly impacted by the internet in recent years, new physical bookstores continue to open across China. As of November 2020, the number of physical bookstores in Beijing reached 1,910, an increase of 611 (47 percent) over the previous year, achieving the goal of 0.8 bookstores per 10,000 people ahead of schedule. Bookstores are no longer just for buying books. They now often offer dining, cultural activities, and distinctive reading spaces with creative design and peripheral cultural products.

“Bookstores scattered along streets and alleys have a cultural function on par with a concert hall. To a certain extent, bookstores inch closer to the lives of ordinary people. If physical bookstores ever ceased to exist, it would create a big void in the human experience.”

Li Jingze, vice chair of the China Writers' Association

September 2, 2020: A Zhongshuge bookstore in Xidan, a commercial district in Beijing. On April 21, 2020, World Book Day, the second store of Zhongshuge, reputed as “the most beautiful bookstore,” opened in Beijing and began trial operations in Xidan’s Galleries Lafayette. VCG





January 6, 2020: A billboard for the film *Leap* in a subway station in Shanghai. The film about the Chinese women's volleyball team hit cinemas on September 25. VCG

Leap

On November 28, 2020, *Leap* was named the Best Feature Film at the 33rd China Film Golden Rooster Awards. The film recounts milestone events in the history of the Chinese women's volleyball team including their first world championship in 1981, competition with the U.S. team at the 2008 Beijing Olympics, and the defeat of the host team in the quarterfinal match at the 2016 Rio Olympics in Brazil. It traces the birth, development, and spirit of the Chinese women's volleyball team and captures the players' perseverance and determination to transcend sports.

“Though I didn't grow up or live long on the Chinese mainland, I have continued expressing my sincere, optimistic, and kind feelings about the motherland as well as its changes from the beginning of the reform and opening up to today.”

Peter Chan, a renowned Hong Kong director



January 17, 2020: The film *Lost in Russia* premieres in Beijing. On January 25, 2020, the highly anticipated film, which was originally set to hit cinemas during the Spring Festival holiday, was broadcast on the internet for free. It amassed 180 million views within three days of release. IC

Online Movies

As increasing numbers of films move from brick-and-mortar theaters to online platforms, more and more viewers have embraced online movies. Statistics show that by November 15, 2020, 69 Chinese online movies had earned revenues exceeding 10 million yuan (US\$155,300), much higher than the 40 of the previous year. More importantly, China's online movies saw rapid improvement in quality and profitability in 2020, incubating numerous young talented directors, producers, and screenwriters.

“The rise of online movies is a trend that cannot be ignored in China. In the future, internet-born movies will break through the confines of online platforms and occupy a certain position in cinema.”

Yin Li, film director and vice president of China Film Association



The band Wutiaoren in performance. Wutiaoren rocketed to stardom after winning second place on the reality show *The Big Band*. courtesy of *The Big Band* reality show

The Big Band

From July 25 to October 10, 2020, episodes of the second season of *The Big Band* were broadcast online each Saturday. It became one of the most-watched shows in China since its release. The show gathered more than 30 bands of different ages, and their performances demonstrated the robust vitality of China's original music. The show also inspired people to ponder the status quo of Chinese bands and the prospects of band culture.

“Large-scale publicity works well in the music industry. Whether or not they win the show, the exposure gets the band heard. Moreover, the show motivated people to pay attention to music.”

Shen Lihui, founder of Modernsky Entertainment Co., Ltd.



August 24, 2020: Wang Kaifeng performs stand-up comedy at a club after more than six months of closure due to the epidemic. Born in Beijing in 1999, Wang is a stand-up comedian. He founded the C+ Home of Comedy with his friends in 2018. Visual People

■ Stand-up Comedy

In contrast with its first two seasons, the third season of the reality show *Rock & Roast* featured stand-up comedians from all walks of life and breathed new life into the industry. Despite difficulties in the real world, the stand-ups dared to confront predicaments of life and work, deconstruct the art of worldly wisdom through jokes, and maintain optimism even in adversity. Their performances on the show enhanced Chinese awareness and recognition of stand-up comedy and manifested changes of popular culture in this era.

“ I believe that everyone could be a comedian if they worked on it. Humor is an innate part of human nature, and it should be part of our lives.”

Shi Yan, a famous Chinese stand-up comedian



December 2, 2020: A visitor looks at a bronze horse head at an exhibition in honor of the cultural relic's return to Yuanmingyuan, or the Old Summer Palace, in Beijing. After it was looted by foreign forces from Yuanmingyuan 160 years ago, the bronze horse head finally returned home on December 1. VCG

Return of Bronze Horse Head

In 2020, China achieved remarkable outcomes on pragmatic international cooperation in cultural relic restoration and museum exchange. Some rare cultural relics once lost overseas, including the bronze horse head, returned home, marking a major breakthrough in retrieving lost cultural relics.

“Since the horse head was returned to Yuanmingyuan, we need to strengthen its protection, research, exhibition and utilization to showcase brilliant, open, and inclusive Chinese civilization which has never stopped improving, and develop broader international consensus on cultural heritage protection.”

Liu Yuzhu, director of the National Cultural Heritage Administration of China

Virtual Exhibitions

In 2020, many museums and art institutions moved their exhibitions online to create a virtual experience for would-be visitors. Such online events not only enriched the cultural lives of people stuck at home during the pandemic, but also helped art institutions find momentum for future development.

“Since the birth of the internet, integrating online and offline projects has been a persistent challenge for art institutions. The epidemic offered an opportunity to seek possibilities for overcoming this challenge.”

Philip Tinari, director of UCCA



December 20, 2020: Chinese artist Gao Xiaowu unveils the *Shared Environment* series on the Great Wall with the help of augmented reality (AR) technology to promote symbiosis, commonality, and harmony between man and nature and inspire people to rethink the value of life and their relationship with the world.



December 2, 2020: A 20-year-old Tibetan named Tenzin, or Ding Zhen in Chinese, at his home in Litang County, Garze Tibetan Autonomous Prefecture, in southwestern China's Sichuan Province. Ding took the internet by storm after a photographer posted a video of him online in November. by Shen Bohan/Xinhua

Ding Zhen

After he went viral on the internet, Ding Zhen was then appointed tourism ambassador of Litang and tasked with helping the county become known to more people. By November 25, hotel bookings in Garze had increased by 89 percent compared to the same period in 2019. The following week, the number reached a 100-percent increase year-on-year and stayed steady. The youngster showed off the poetic, untouched land of Litang and provided a glimpse into China's poverty reduction campaign and those contributing to it.

“Ding Zhen became an internet sensation by chance, but he worked wonders for his hometown. Only by fully leveraging its scenic resources can a destination maintain long-term popularity with tourists.”

Hai Xia, a renowned Chinese TV anchor



A still from the Chinese web drama *The Bad Kids*. On June 16, 2020, the web series adapted from a suspense fiction was released online and quickly became popular. courtesy of Eternity Pictures Corporation Limited

Chinese Suspense Dramas

The year 2020 brought prosperity to Chinese web mysteries. Following *The Bad Kids*, a dozen suspense series were broadcast through online portals, reigniting the embers of the film and TV show market in the wake of the epidemic. The rise of Chinese suspense dramas was largely attributed to the novel subjects and thrilling plots as well as more mature experiences to be drawn from. However, they are still mostly modeled after counterparts from the United States, Europe, Japan and South Korea and have yet to build an indigenous aesthetic system.

“The rise of Chinese suspense series, which can be partly attributed to the flexible narrative mode of web dramas, represents an exploration of the way to meet the demands of viewers in the internet era against the backdrop of enhanced global film and TV exchange. Their new production concepts and teams and novel narrative mode all testify to the rise of a new force.”

Zheng Huanzhao, associate professor at the School of Literature, Jinan University

Museums in the Post-pandemic Era

Text by Zhang Ran

In the post-pandemic era, museums need to prioritize physical exhibitions and audience experience and utilize online methods to break through spatial limits.



Zhang Ran

The author is director of the Beijing-based Today Art Museum.

The pandemic has had a profound impact on museums around the world. A report jointly issued by UNESCO and the International Council of Museums showed that due to the COVID-19 outbreak, about 85,000 museums closed, 90 percent of the global total, and about 13 percent of museums worldwide will likely never reopen. Museums and art institutions have spearheaded various online exhibitions and explored methods of persisting in their endeavors. Development of technology and the arrival of the information era are helping museums seamlessly integrate online and offline display channels at an opportune time.

As early as 2011, the Google Art Project was launched,

heralding the arrival of the era of virtual museums. So far, the project has attracted cooperation from more than 1,000 cultural organizations in dozens of countries. The project benefits art lovers by enabling them to enjoy and share art online while inspiring art experts, especially museum curators, to trailblaze personalized online museum experiences.

Today Art Museum is a good example. In the first half of 2020, the museum invited artists and

designers to deliver free livestreamed lectures for 10 days in row and launched an audio program

Technology can provide new possibilities and channels for art galleries and museums to promote the influence of art.

called “Today Broadcast.” The museum also worked together with internet platforms such as Tmall, Douyin (Chinese version of TikTok), and Tencent to spread the influence of art.


As new technology facilitates new experiences in reading and acquiring information, artists are pondering how to express themselves and communicate with patrons through new media. In 2015, Today Art Museum launched the “Future Cloud Gallery” program, which has collected over 600 works from 200 artists exploring the usage of new media. It is still just a start. In an era featuring the internet of everything, discussions of art galleries and museums should not be confined to their future forms but should cover audience appeal, the educational function of museums, changes in methods of expression, and internet influence to foster strategic adjustment and business planning and guide the future development of museums.

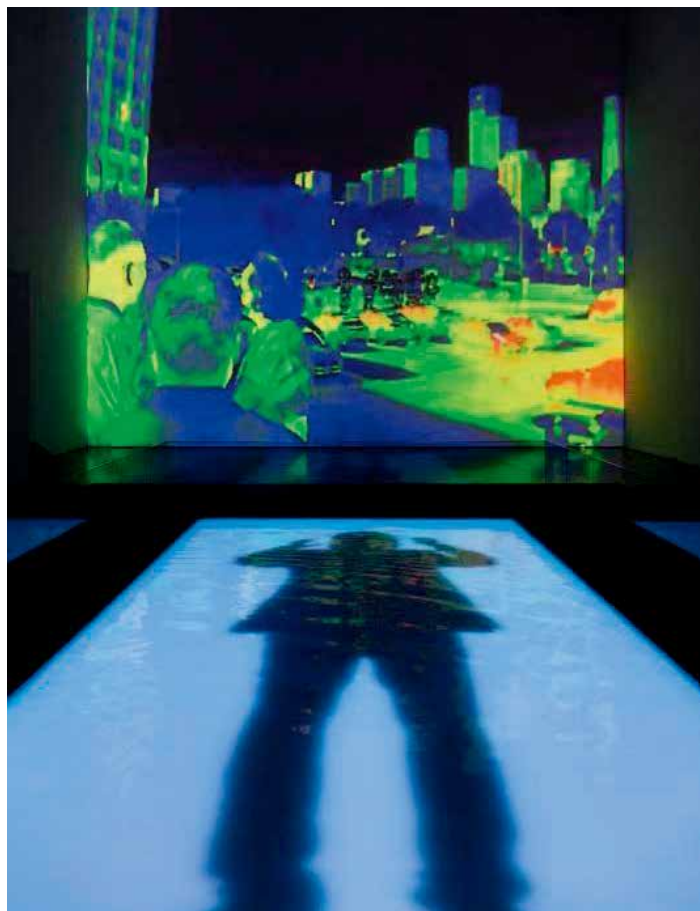
Technology can provide new possibilities and channels for art galleries and museums to promote the influence of art. But most virtual museums and related projects still remain in beta testing with incomplete structures, and their advantages have yet to be fully leveraged. What’s more, problems concerning virtual copyrights and museums lacking a physical collection have yet to find effective solutions, so the development of virtual museums still has a long way to go.

In the post-pandemic era, museums need to prioritize physical exhibitions and audience experience and utilize online methods to break through spatial limits. Virtual museums and online

exhibitions will become extensions of brick-and-mortar museums and trial usage of future museum space, which will inspire innovation related to the industry’s new living environment in an internet-based and intelligent society. Breaking through old curating rules and display systems,

interacting with the audience in new ways, and smoothing the shift between physical and virtual museums will finally be realized.

The future will not be easy, but difficulties will always be overcome. We need to gather the necessary energy for a bright future. 



Like Shadow by Fan Bo, variable, thermal induction device, projection, 2020. On September 12, 2020, the exhibition “Fan Bo: The Formless Theater” was unveiled in Beijing’s Today Art Museum. This piece is related to the experience during the COVID-19 pandemic, and seeks to give viewers a sense of comfort. courtesy of Today Art Museum

Life in the Pandemic

Edited by Zhou Xin

Epidemic or not, life goes on. When the COVID-19 outbreak is bad, people are forced to stay at home and pass the time by doing indoor exercises, taking online classes, holding video conferences, watching live broadcasts, shopping online, and caring for pets. When major progress was made in epidemic prevention and control in China, life gradually returned to normal. Hidden behind masks, people finally exited homes and ventured into bookstores, restaurants and shopping malls. The epidemic has made people realize the importance of saving food and living a low-carbon life. Behind the masks, the Chinese continue to smile.

mic

s
o
ciety





Ecological Tourism

In 2020, the COVID-19 pandemic forced people to rethink the relationship between man and nature. People's demands to return to nature, appreciate natural beauty, and enjoy wilderness scenery increased alongside greater awareness of the dangers of exploitation of nature. Eco-tourism, which aims to protect nature through offering tourism services, has become the trend for Chinese travelers.

“The tourism industry should try to develop eco-tourism projects with brand influence, integrate eco-tourism into infrastructure construction, and fully embrace the requirements of ecological civilization to promote these industries in tandem as a cohesive force.”

Gao Shunli, special researcher at the Tourism Research Center of the Chinese Academy of Social Sciences

July 7, 2020: Baipeng Town of Guangxi Zhuang Autonomous Region is known as “China’s Home of Jade Lotus Roots.” Scenery around the town’s lotus pond has attracted many tourists. IC



October 13, 2020: Sixth-grade students of Lizhai County Central Primary School in Dexing City, Jiangxi Province present the ears of rice they picked up from the fields. IC



Clearing Your Plate

The Food and Agriculture Organization of the United Nations estimates that about 1.3 billion tons of food are wasted around the world every year—that's about one-third of all the food produced worldwide. Yet, extremely poor people throughout the world still lack sufficient nutritional supply. In 2020, China's central leadership called for the whole country to join a campaign to save food to strengthen human food security while reducing the environmental burden.

“Saving what might have been wasted is essentially ‘green production.’ Saving food is equivalent to increasing production without using land, water resources, pesticides, fertilizers, or labor. It is akin to increasing production without any investment.”

Wang Hong, head of the Department of Warehousing and Technology of the National Food and Strategic Reserves Administration of China

Taijiquan

On December 17, 2020, UNESCO's Intergovernmental Committee for the Safeguarding of the Intangible Cultural Heritage inscribed China's Taijiquan onto the Representative List of the Intangible Cultural Heritage of Humanity. Taijiquan became the 41st item from China to be included in the list.

Since it took shape in the mid-17th century, Taijiquan has been passed on from generation to generation, with practitioners all over China. Moreover, it has been widely practiced overseas. Taijiquan has no restrictions on the gender, age, physical condition, occupation, and ethnicity of the practitioners. Through the practice of Taijiquan, people can not only build up their bodies, but also pass on traditional Chinese culture. At temporary treatment centers in Wuhan, medical staff sometimes led COVID-19 patients with mild symptoms to practice Taijiquan to improve their physical fitness.

“The extensive emphasis of the ‘doctrine of the Mean’ in Taijiquan fills the essence of Taijiquan culture with the ‘wisdom of the Mean.’ ‘Holding the Mean, keeping the Mean, and using the Mean’ is the most fundamental principle of Taijiquan practitioners to learn and practice, and this principle is undoubtedly in line with the ‘doctrine of the Mean’ advocated by traditional Chinese philosophy.”

Wang Gang, professor and doctoral supervisor at Wuhan Sports University

December 14, 2020: Students practice Taijiquan, also known as shadow boxing, in a private boxing gym in Chenjiagou Village, Henan Province. by Li Jianan/Xinhua





November 5, 2020: Renowned product pitchman Li Jiaqi appears in the Consumer Goods pavilion of the 3rd China International Import Expo to livestream. Li once sold a record 15,000 lipstick tubes in just five minutes through livestreaming. IC

Livestreaming E-commerce

Livestreaming e-commerce was not new for 2020, but due to the epidemic, people reduced outdoor activities and livestreaming sales experienced a blowout growth. Movie stars, experts, and even government officials got involved in hawking goods online. The report “Livestreaming E-commerce towards Trillion-Yuan Market” jointly released by KPMG and Ali Research estimated that the scale of livestreaming e-commerce would exceed one trillion yuan (US\$157.5 billion) in 2020 and reach two trillion yuan (US\$315 billion) in 2021.

“Livestreaming e-commerce has emerged as a form of online shopping in recent years. It still needs to be supervised by law, and salespeople bear some responsibility for the products they pitch. We should strengthen supervision of livestreaming e-commerce with a cautious attitude to preserve the original intentions of the industry.”

Chang Liang, executive director of Beijing Jiashan Law Firm



July 7, 2020: On the first day of that year's college entrance examination, a student gives her teacher a high five outside the test center at the High School Affiliated to Renmin University of China before entering the venue. Several teachers wore red clothes to wish candidates good luck. by Xu Xun/China Pictorial

College Entrance Examination

The epidemic posed a challenge to the 2020 college entrance examination. On July 7, 10.71 million candidates around China entered examination rooms a month later than in previous years. This college entrance examination was the largest collective activity in China after the outbreak of COVID-19. The number of participants was equivalent to the entire population of Sweden. Automatic temperature monitoring equipment, hand disinfectants, disposable masks, and social distancing of more than a meter became standard requirements for the 2020 examination. Departments of education, transportation, public security, disease prevention and control, meteorology and others were mobilized to make joint efforts to facilitate the college entrance examination.

“The essence of China's college entrance examination is not simply about knowledge; it is a massive social project. The design of any college entrance examination system must consider whether families and students from different living conditions can participate on equal footing.”

Yang Xuewei, former director of the National Education Examinations Authority of China



June 22, 2020: A White Rabbit pop-up store on Nanjing Road Pedestrian Street in Shanghai. IC

Domestic Brands

In recent years, many Chinese consumers have begun to favor domestic brands. Some time-honored brands with fresh elements have enjoyed a renaissance. Compared with top international brands featuring steep prices, domestic Chinese products often offer both fashion and affordability. These days, they are integrating Chinese traditional cultural elements into their designs, which has been a hit with consumers. Behind the trend there is also a drive to nurture established domestic brands. The urgent need to win favor from a new generation of customers makes evolving old brands even more crucial.

“When members of the young generation find domestic brands maturing alongside them and reemerging in a refreshing way, the surprises can evoke nostalgia. Emotions are driving the trend boosting some time-honored domestic brands.”

Li Jin, head of digital marketing for Pechoin, a time-honored Chinese cosmetic brand



August 19, 2020: The 23rd Pet Fair Asia opens at Shanghai New International Expo Center. More than 100 world-class racing dogs with pure pedigrees went on display alongside more than 200 purebred cats. Other activities including dog competitions and pet fashion shows were also held. IC

■ Pet Economy

The increase in China's per capita income, single population, and average life expectancy, coupled with a decline in the fertility rate, has led to changes in the social and family structure, creating rising demand for pet companionship. Pets have become life partners for many Chinese people. China's "pet economy" is seeing a boom.

“Having pets is compensation for a lack of companionship. The sector is essentially an emotional needs-based leisure service provided by the market.”

Li Guangdou, a market research expert

Online Education

The outbreak of COVID-19 accelerated the popularization of online education. Students had to find ways to embrace remote learning, and the education industry has since shifted to an era of online-offline integrated development. China's online education market size is estimated to reach 485.8 billion yuan (US\$74.47 billion) in 2020, with the number of users surpassing 351 million.

“The epidemic broke down the boundaries of education. The fast penetration of online education caused new types of integration such as between technology and education and between online and offline education.”

Wu Jiajun, co-founder of Chinese online education firm Zhangmen



March 5, 2020: A primary school student plays the cello from his home in Hangzhou for his classmates and teachers during an online “class meeting.” Visual People



February 11, 2020: A resident of a community in Yanhu District, Yuncheng City, Shanxi Province, exercises at home. During isolation at home, many people developed various ways to keep fit indoors. IC

■ Staying at Home

In the first half of 2020, during the worst days of the epidemic in China, most Chinese people stayed at home to cooperate with the national measures for epidemic prevention and control, avoid infection, and protect themselves and the people around them. They showed a high degree of self-discipline and great solidarity. Isolation at home became one of the key methods for China to quickly control the spread of the virus.

“Every person you talked to in China had a sense that they were mobilized in a war against the virus, and they were organized. It’s never easy to motivate the necessary passion, commitment, interest, and individual sense of duty to stop the virus.”

Bruce Aylward, senior advisor to Director General of the World Health Organization

COVID-19 Opens a Window for a Revolution in Online Education

Text by Zhang Xingjian



Zhang Xingjian

The author is public relations manager with 51Talk, an online English learning platform.

Early in the new year, it is already clear that a majority of industries around the world still face an uncertain road to recovery in the wake of the COVID-19 pandemic. For the online education industry, however, the chart is inverted.

Rocket Rise

The pandemic catapulted online learning into the spotlight. The outbreak forced 194 million Chinese elementary and middle school students to dive head-first into online learning for the first time. According to Chinese market consulting firm iiMedia Research, the total sales volume of China's online education sector is expected to reach 485.8 billion yuan (US\$74.47 billion) in 2020, a sharp increase from 387 billion yuan (US\$59.17 billion) in the previous year, with the total amount of users surpassing 351 million.

The opportunities provided by the pandemic for China's education technology (EdTech) sector are clearly being seized. By October 2020, the country had 82,000 new profit-seeking players,

accounting for 17.3 percent of the entire industry, according to data technology service company Tianyancha. Start-ups targeting K-12 education have been particularly popular. For instance, Yuanfudao and Zuoyebang, China's leading online education start-ups, announced respective fundraising of US\$2.2 billion and US\$750 million in their most recent rounds of financing.

During the "largest online education experiment in human history," many online education companies have found themselves in the enviable position of grappling with soaring demand from users. According to internet data provider URORA, the pandemic prompted the industry's penetration rate and monthly active users to the peak in February 2020, with figures arriving at 39 percent and 340 million, respectively.

Just a few short years ago, the industry was still in its infancy and navigating a completely uncertain market. Now, the sector is orderly, standardized, and capitalizing on huge market potential.

April 2, 2020: At an online class about intangible cultural heritage launched by a primary school in Yuquan District, Hohhot City, in northern China's Inner Mongolia Autonomous Region, a teacher teaches students the skill of making and drawing colored fans. IC



The future of education has become clearer with the introduction of numerous state-of-the-art digital technologies. Such digital trends have fostered online education featuring wider accessibility, greater flexibility, more affordable fees, and increasingly personalized tutoring. From test prep to gamified content and niche skill development courses, China's online education industry is loading up on a robust variety of digital learning products.

Better Experience

Studying has always been a burden for most students. The ability to inspire learners to acquire a good command of knowledge through competitive

activity has always been a game changer.

Gamified learning, a method seeking to kindle greater interest in learning through enjoyable delivery of conceptual knowledge in the form of games, will become more common in the future. Gamification promotes greater engagement and inspires and motivates children to perform better.

"The careful and skillful construction of gamified courses was built on years of research into human motivation and psychology," said Yang Lina, a 31-year-old Changsha-based language teacher. "Game-based scenarios make courses more meaningful, tangible, and fun for students. Future

application of lessons learned through gamification could change the business world and the way people learn and teach."

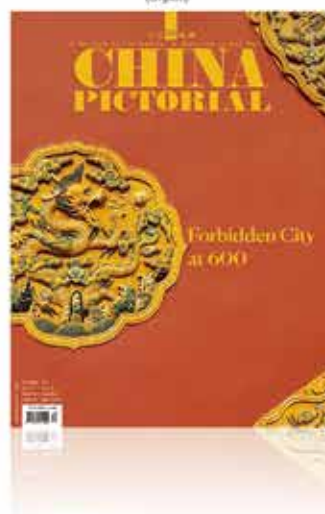
Studying will become more meaningful when learners can apply theories to practical scenarios. Technologies like artificial intelligence and big data enable students to experience real-world application and forecast the differing results of various choices.

Technology is also poised to play a bigger role in solving education equity issues by facilitating access to quality urban educators for China's rural children. EdTech's ability to bridge the urban-rural learning gap is now closer to a near-term achievable goal than pie-in-the-sky idealism. 47

人民畫報

China Pictorial Publications

China Pictorial
(English)



China-India Dialogue
(English, Chinese, and Hindi)



China Pictorial
(Chinese)



China
(Korean)



China
(Russian)



New Silk Road Review
(Russian, Chinese, and Kazakh)



A Window to the Nation A Welcome to the World
Chinese Passion Global Vision

Advertisement hotline: 86-10-8841 7354 / 7355 / 7419



Plant Trees Love Trees

**Protect the "lungs of the earth"
to enjoy clean air.**



Connect to Earth

A future neighborhood with panda

WWF and Sichuan Giant Panda National Park Management Bureau are dedicated to protect the iconic Giant Panda and the ecosystems people depend on. Together, it's possible to build a future where people and nature can coexist.