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The 11th Mao Dun Literature Prize Winners Released

By Qu Jingfan

On August 11th 2023, the 11th Mao Dun Literature Prize (awarded once every four years) was unveiled in Beijing. Five novels received this prestigious honor, including Yang Zhijun's *Snow Mountains and the Earth* (《雪山大地》), Qiao Ye's *Baoshui Village* (《宝水》), Liu Liangcheng's *Bomba* (《本巴》), Sun Ganlu's *The Vast Land* (《千里江山图》), and Dong Xi's *Echo* (《回响》).

Mao Dun Literature Prize is hosted by China Writers Association. Since its establishment in 1981, the ten sessions of the prize have collectively selected 48 award-winning works. It has made significant contributions to promoting the creation of novels, establishing contemporary literary classics, reflecting the depth of contemporary literature and art, and advancing the development of literature. According to statistics from OpenBook, since the announcement of the prize winners on August 11th, the sales of these works have increased significantly.

The award ceremony for the 11th Mao Dun Literature Prize will be held in mid-November in Tongxiang, Zhejiang, the hometown of Mao Dun.



The 10th Mao Dun Literature Prize award ceremony was held in Oct 2019.

The World Science Fiction Convention Will Unveil Hugo Award Winners in October



On July 6th, the 2023 Hugo Award Nominee List was announced by the jury panel of Chengdu World Science Fiction Convention. Among the nominees, there are four works by Chinese authors competing for the Best Short Story category: Jiang Bo's *On the Razor's Edge* (《命悬一线》), Ren Qing's *Resurrection* (《还魂》), Lu Ban's *Upstart* (《白色悬崖》) and Wang Kanyu's *Zhurong on Mars* (《火星上的祝融》). The 2023 Chengdu World Science Fiction Convention will take place from October 18th to 22nd, and the final results of the 2023 Hugo Awards will be announced during the convention. This marks the first time the Hugo Awards have been selected and presented in China.

The World Science Fiction Convention is the largest and most influential international science fiction event globally, and its Hugo Awards are the highest international accolades in the field of science fiction. In 2015, Chinese author Liu Cixin set record by winning the Hugo Award for the Best Novel with his science fiction book *The Three-Body Problem* (《三体》), becoming the first Asian science fiction writer to receive this prestigious award since its inception.

The 2023 Hugo Award has 17 main categories, including the Best Novel, along with additional awards like the "Lodestar Award for Best Young Adult Book" and "Astounding Award for Best New Writer", a total of 19 awards. Apart from the four Chinese authors whose works were nominated for the Best Short Story, writer Hai Ya from Shenzhen has been nominated in the Best Novelette category with his work *The Space-Time Painter* (《时空画师》). Additionally, *Chinese Science Fiction, An Oral History, Volume 1* (《中国科幻口述史(第一卷)》) has been nominated for Best Related Work. Besides, the interviewee of *Chinese Science Fiction, An Oral History*, Yao Haijun, and the book's editor, Yang Feng, have been respectively nominated for Best Novel Editor and Best Short Work Editor in the Hugo Awards.

Chinese Original Children's Books Shine at 2023 Bologna Children's Book Fair



At the 60th Bologna Children's Book Fair held from March 6th to 9th, 2023, Chinese original children's books achieved a historic record in terms of awards and nominations.

In the list of Best Children's Book Awards announced by the organizers, *Whose Sock* (《谁的袜子》), the Chinese edition of the book was published by Tomorrow Publishing House, won the first prize in the Bologna Ragazzi Award BRAW Comics for early readers. Additionally, *Thump! Thump! Thump!* (《噔噔噔》), the Chinese edition was published by the 21st Century Publishing Group, received Special Mention Award in the category of Fiction. *Night Night* (《晚安》), the Chinese version was published by Studio MARY of Hong Kong, was awarded Special Mention in the category of Comics for Young Adults.

This year marks the highest number of Chinese original children's books nominated and awarded in history and the best performance of Chinese original works in the Bologna Best Children's Book Award selection. In addition, 15 Chinese illustrators (including those from Hong Kong and Taiwan) had their works selected for this year's Bologna Illustrators Exhibition, and the ratio of Chinese illustrators winning awards has been increasing year by year.

ByteDance Launched 8th Note Press to Publish Romance & Fantasy Novels

In July 2023, ByteDance, the parent company of TikTok, announced the establishment of 8th Note Press, an independent publishing company in the United States. This new company will focus on publishing novels of popular genres like fantasy, mystery, and romance, which are trending on social media platforms. Additionally, the company plans to create an online store where consumers can purchase print books, e-books, and audiobooks, creating an ecosystem for discussion, reviews, and communities. Besides the advance payments and royalties, the company also offers a full range of online marketing services.

The 8th Note Press has hired former Penguin Random House editor Katherine Pelz as acquiring editor, who used to be responsible for editing



romance novels. The company has already extended invitations to authors for manuscript submissions. Apart from new releases, the company will also reprint classics.

China's Book Retail Market in H1 2023

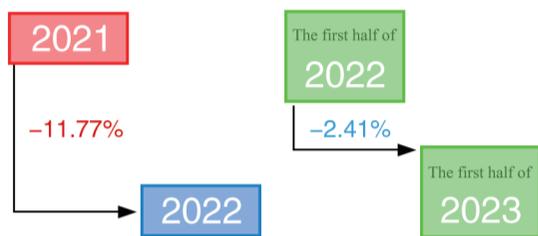
In the first half (H1) of this year, the Chinese book retail market showed significant rebound, gradually getting rid of the haze of negative growth. Among which, the sales channels of online stores have turned to positive growth, and the short video channel has the largest discount among all channels, with sales increased by 47.36% year-on-year.

Affected by policy adjustments and changes in market preferences, the percentage of children's book revenue decreased the most, while psychological self-help books and map books are more popular among readers, with year-on-year growth rates exceeding 25%. In terms of content hotspots and best-selling trends, "manga+" books are making a hit; survival, change, and breakthrough under the New Normal have sparked thinking; cutting-edge technology and popular science books continue to attract attention; more readers follow with interest female themes, the richness of inner world, and the secrets of maintaining beauty and health.

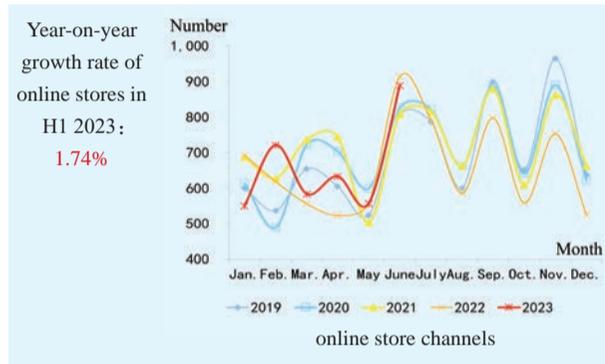
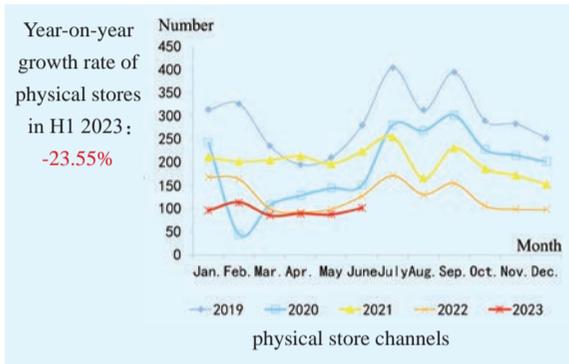
(Data Resource: Beijing OpenBook Co., Ltd.)

The overall trend of China's book retail market

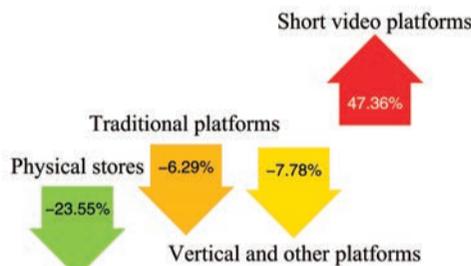
In 2022, China's book retail market decreased by 11.77% compared with 2021. In H1 2023, with a significant narrowing of the decline, the book retail market decreased by 2.41% year-on-year.



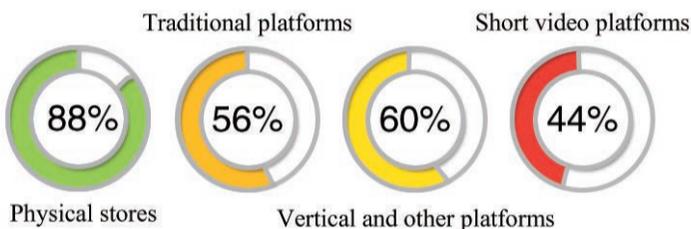
Compared to the first quarter of 2023, the decline of physical store channels narrowed in H1 2023, while online store channels shifted to positive growth.



Short video e-commerce continues to grow positively, but the growth rate has slowed down.



There is little change in discounts across various channels, with the maximum discount for short video e-commerce.

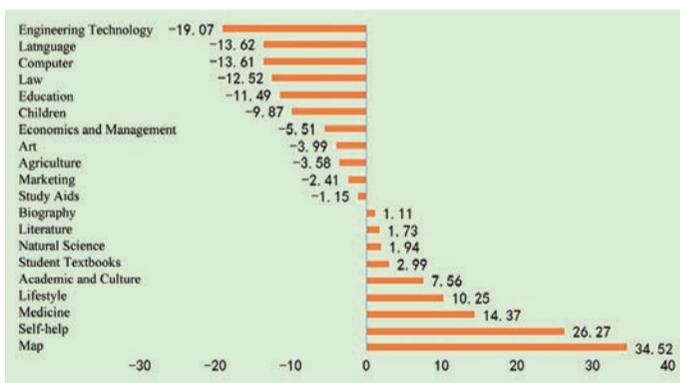


* In H1 2023, the discount is based on the fixed price, excluding discounts such as cash back or discount voucher.

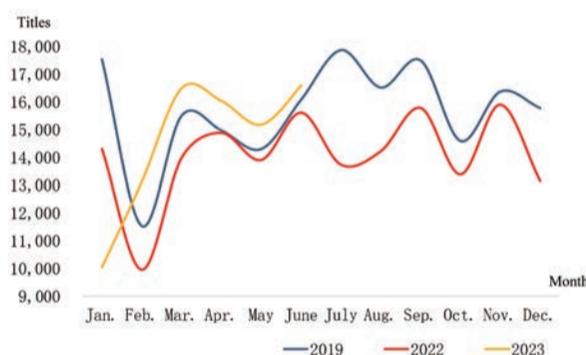
Market capacity and target market

The year-on-year growth rates of psychological self-help books and map books exceeded 25%, with the largest decrease in the percentage of children's book revenue.

Category	Percentage of revenue (the first half of 2023)	Year-on-year change in proportion
Children	28.19	-2.33
Study Aids	15.91	0.20
Literature	11.55	0.47
Academic and Culture	9.80	0.91
Economics and Management	4.77	-0.16
Self-help	4.41	1.00
Language	2.83	-0.37
Art	2.66	-0.04
Education	2.49	-0.26
Lifestyle	2.41	0.28
Medicine	2.27	0.33
Engineering Technology	1.61	-0.33
Natural Science	1.53	0.07
Biography	1.42	0.05
Computer	1.29	-0.17
Law	1.10	-0.13
Student Textbooks	0.80	0.04
Map	0.39	0.11

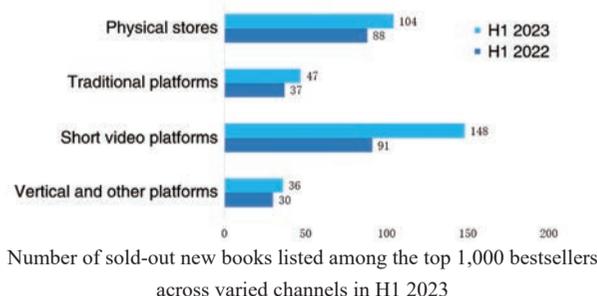


The titles of sold-out new books increased year-on-year, with the largest decline in study aids books.



Trends in segmented retail channels

The scale of titles sold through short video platforms has further increased, with the highest proportion of new products among top books.



Hotspots and best-selling trends



- 1 The "Manga+" form of books making a hit, with a more diverse coverage of content;
- 2 Survival, change, and breakthrough under the New Normal have sparked thinking;
- 3 Frontier technology and popular science books continue to attract attention;
- 4 Female themes are popular, focusing on women's growth and development;
- 5 Enriching the inner world to cope with external uncertainty;
- 6 Searching for beauty and health codes from books.

What Books Win the Favour of Chinese Readers?

Jingdong Books and Dangdang release the top list in H1 2023

By Jin Yixin

What kinds of books do Chinese readers prefer? Recently, China's online book platforms, Jingdong Books and Dangdang, successively unveiled their top book lists in H1 2023, summarizing the highly popular books that have captured readers' attention. The lists include classic bestsellers such as *The Three-Body Problem* (《三体》), *Dream of the Red Chamber* (《红楼梦》), *To Live* (《活着》), *Red Rock* (《红岩》),

and others. There are also books like *The Knockout* (《狂飙》) and *Not Just Comics Series* (“ 不白吃漫画 ”系列) that have gained popularity due to their corresponding TV shows and viral short videos. During this summer vacation, educational books like *Xinhua Dictionary* (《新华字典》), *New Concept English* (《新概念英语》), and *Xiao Xiurong's 2024 Political Science Exam Preparation Series* (“ 肖秀荣 2024 考研政治 ”系列) have attracted increas-

ing attention.

These two major online book platforms have not only leveraged the advantage of sales data to meticulously select and recommend the most popular books to readers, but the commercial aspect of the list is also more conspicuous. Works by authors like Liu Cixin, Mo Yan, Higashino Keigo, and Feng Tang are all nominated on the list, and the authors' own popularity further drives sales on the platforms.

Jingdong Books: “Unmarried users buy books to advance their careers, while married users buy books to invest in education.”

During the World Book Day on April 23, 2023, Jingdong Research Institute for Consumption and Industrial Development released the *2023 Online Book Consumption Observation*. The sales data and research findings revealed that among online book purchases, educational and children's books had the highest sales, accounting for 32% and 18% of the entire platform respectively. The fastest-growing sales were in medical, art, and electronics and communication books, while the per capita sales of political, military, legal books were the highest, reflecting the professional choices and career directions of China's new generation, as well as their interest and willingness to explore different fields.

From the perspective of consumer demographics, the age group of 36 to 45 accounted for nearly 50% of book purchases, while the age group of 26 to 35 accounted for nearly 30%. They were the main consumer force on the Jingdong Books platform. Different age groups have significant differences in their motivations and purposes of buying books. Among the post-00s generation, the most popular purchases are exam preparation materials, college textbooks and study guidance, as well as foreign language learning books. Apart from educational books, they also enjoy reading youth literature, photography, and novels. Many of those who were born in the 1990s are busy balancing their careers and family lives, and they prefer books on parenting, financial investment, household items, marriage, and family. Jingdong Books summarized this phenomenon as “unmarried users buy books to advance their careers, while married users buy books to invest in education.”

During Jingdong's “6.18” mid-year promotion, Jingdong Books unveiled the most popular list for the middle of 2023. The top 3 books on the list are *If History Was a Group of Cats Series* (“ 如果历史是一群喵 ”系列), *Xiao Xiurong's 2024 Political Science Exam Preparation Series*, and the collection of *The Three-Body Problem*. Among the 30 sets of books selected for the list, 11 are literary works, which were also in the Most Popular Book category. Educational books follow closely with 8 selections. Several children's books and social science and management titles have also been included, validating the reading and book-buying preferences of Chinese readers as observed earlier.

Rank	Title	Rank	Title
1	<i>If History Was a Group of Cats Series</i>	2	<i>Xiao Xiurong's 2024 Political Science Exam Preparation Series</i>
3	<i>The Three-Body Problem</i>	4	<i>The Knockout</i>
5	<i>Xinhua Dictionary (12th Edition, Two-color Edition)</i>	6	<i>To Live</i>
7	<i>Reading Nursery Rhythms (PEP)</i> (《读读童谣和儿歌(人教版)》)	8	<i>Dream of the Red Chamber</i>
9	<i>Comic Series: Psychology of Pupils</i> (“ 漫画小学生心理 ”系列)	10	<i>Lychee in Chang'an</i> (《长安的荔枝》)

Dangdang: Fans of Hit TV Shows Transform into Book Fans

Based on its e-commerce platform's sales data in H1 2023, Dangdang released three categories of physical book rankings and one e-book ranking. The physical book rankings are divided into fiction, non-fiction, and children's books. The event page specifically notes that the rankings are derived from the genuine choices of tens of millions of readers from January 1st, 2023 to June 20th, 2023, visualizing the reading preferences of vast Chinese readers.

The top 5 bestsellers in the fiction category are all works by Chinese authors. Liu Cixin's epic science fiction novel *The Three-Body Problem* occupies the first place, and since the release of the TV adaptation of this novel in January 2023, the book's score on Douban (often referred to as the Chinese version of Goodreads) has steadily risen to an impressive 8.7 out of 10. Many TV show fans have transformed into avid book fans.

Number	Title	Author	Publisher
1	<i>The Three Body Problem Trilogy</i>	Liu Cixin	Chongqing Publishing House, Science Fiction World
2	<i>Life and Death Are Wearing Me Out</i> (《生死疲劳》)	Mo Yan	Zhejiang Literature and Art Publishing House, Reader Culture
3	<i>Dream of the Red Chamber</i>	Cao Xueqin	People's Literature Publishing House
4	<i>The Right Bank of the Erguna River</i> (《额尔古纳河右岸》)	Chi Zijian	People's Literature Publishing House
5	<i>Life is Like Ocean</i> (《人生海海》)	Mai Jia	Beijing October Literature and Arts Publishing House, New Classics

In the top 5 of the Non-Fiction Bestseller List, 3 books are authored by foreign writers. The heightened attention of Chinese society on mental health issues has driven the popularity of related books.

Self-improvement and psychotherapy books are receiving even more attention, with readers enriching their spiritual worlds and exploring self-fulfillment through reading.

Number	Title	Author	Publisher
1	<i>It's a Long Journey</i> (《你也走了很远的路吧》)	Lu Sihao	Hunan Literature and Art Publishing House, CS Booky
2	<i>The Temple of Earth and I</i> (《我与地坛(纪念版)》)	Shi Tiesheng	People's Literature Publishing House
3	<i>The Courage to Be Disliked: How to Free Yourself</i> (《被讨厌的勇气: “自我启发之父”阿德勒》)	[Japan] Ichiro Kishimi, Fumitake Koga	China Machine Press
4	<i>Counselling For Toads: A Psychological Adventure</i> (《蛤蟆先生去看心理医生》)	[UK] Robert de Board	Tianjin People's Publishing House, Guomai Culture
5	<i>The Power of Insensitivity</i> (《钝感力》)	[Japan] Junichi Watanabe	Qingdao Publishing House

Bestselling print books also garner attention from e-book readers, with books like *The Knockout* and *The Three-Body Problem* frequently making appearances on the top lists.

Current hot topics like psychological intervention, the future of intelligent technology, and Chinese rural women also directly influenced readers' preferences for e-books.

Number	Title	Author
1	<i>The Gold Thread</i> (《金线》)	Feng Tang
2	<i>The Knockout</i>	Author: Zhu Junyi, Xu Jizhou Adaptation: Bai Wenjun
3	<i>The Three-Body Problem</i>	Liu Cixin

(Continued on F06)

Academic Publishing Rides the Highway of Digital Technology

A: Gu Qing (Executive Director of The Commercial Press)

Q: Jin Yixin (China Publishing & Media Journal)

In January 2021, China Publishing & Media Journal conducted an exclusive interview with Gu Qing, the Executive Director of the Commercial Press. In terms of the creation of multi-format digital products and the application of new technologies, Gu Qing introduced that the Commercial Press was still in the experimental phase of digital transformation and was accumulating experience. He emphasized the need to move beyond the mindset of print publishing and collaborate with external partners to establish an industrial chain for digital publishing.

Despite the publishing industry's three-year turmoil caused by the pandemic, the Commercial Press has maintained consistent growth in revenue, thanks to its digital products. More than two years later, CPMJ once again interviewed Gu Qing to discuss the changing trends in Chinese academic publishing market, the impact of new technological approaches on the publishing industry, and the development plans for the Commercial Press's digital products.

Q: Since the outbreak of the pandemic, what changes have occurred in the overall business of the Commercial Press? Has the revenue and profit returned to pre-pandemic levels?

A: Influenced by book piracy and China's Double Reduction policies (referring to the policies that aim at easing the burden of excessive homework and off-campus tutoring for students undergoing compulsory education), the Commercial Press faced significant challenges in 2022, particularly with a decline in the sales of core reference books. However, since 2023, we have implemented a series of targeted measures hoping to turn things around.

Generally speaking, in recent years, the Commercial Press has steadily improved in both content construction and operational revenue. Compared to the pre-pandemic levels in 2019, there has been conspicuous growth. It's worth mentioning that the revenue from the Commercial Press's digital products has shown consistent growth.

Q: In your opinion, what is the biggest challenge for academic publishing nowadays? Has the abundance of open-access knowledge and advancements of AI technology affected the Commercial Press's business?

A: Academic publishing has always been a focal point for our press. Our publishing scope spans across times and borders, with a strict emphasis on publishing high-quality content. In humanities and social sciences, the Commercial Press's academic publishing has comprehensively covered all disciplines.

Right now, the greatest challenge for academic publishing at the Commercial Press does not principally come from the internet but rather from the vitality and influence of Chinese academic publishing market. If the market maintains a healthy order and has robust demand, our academic publishing can continue to develop at a high level. However, if the overall market is less vibrant, it could have an adverse impact. And in recent years, academic book market is not optimistic.

There have been continuous technological innovations internationally in recent years, which have had an ongoing impact on the market. The Commercial Press will continue to pay attention to these new forms of technology and hopes to master these new media technologies for our use. We shall actively explore the possibilities for the integration of technologies with our core business.

Q: What practical experiences has the Commercial Press gained in promoting integrated development and developing different formats of products? How does the press meet the changing reading and learning needs of readers?

A: In the arena of integrated development (referring to the profound integration of traditional publishing and digital publishing in the processes of content creation, distribution, and consumption through digital and intelligent technologies), the Commercial



Press has actively experimented with various forms of products such as audiobooks, databases, and apps. However, it is important to recognize that in recent years, the profit models and development prospects of different formats of products are always changing. The Commercial Press has taken corresponding measures according to the characteristics of different channels and products. In terms of app development and operation, the Commercial Press has made significant investments. For example, the *JUZI Chinese Language Learning* app is an online platform for learning Chinese, aiming at providing assistance and convenience to students who are interested in learning Chinese. The app is mainly for addressing the needs of individual customers and overseas sales, and it is continually updated and expanded with new product content.

The integrated development of data networks is highly flexible, and changes in product formats can lead to differences in profit models. For example, databases are mostly oriented towards corporate institutions or universities rather than individual customers, whereas e-books and audiobooks are oriented towards personal users. In the future, the Commercial Press will continue to develop through suitable channels and platforms that align with the characteristics of its products. This is a key aspect of promoting the integrated development of publishers.

Q: The Commercial Press has created a rich array of digital platforms with different content and functions. What are the differences among these digital platforms in terms of user needs, user groups, and application scenarios? Do you have plans to develop

(Continued from F05)

In juvenile and children's sections, interactive books, picture books, and graded readings related to history, geography, mathematics, and Chinese language learning

new digital products or even specific plans for digital transformation in the future?

A: The Commercial Press has always relied on the characteristics of its own products to carry out media integration and digital transformation through certain platforms and channels, and to develop new integrated publishing products.

Over the years, the Commercial Press has accumulated experience in the development of traditional and mature digital publishing products such as Chinese reference books and related databases, as well as e-books, with both quality and quantity guaranteed. However, in fact, there is still room for improvement in our exploration of digital content and product formats for English learning. As digital product users and content providers continue to evolve, in the future, the Commercial Press will increase research and efforts in the development of digital content and product related to English learning. This may include, but is not limited to, the form of apps, aiming at serving English learners and users in China.

Q: Which digital businesses will the Commercial Press franchise to its subsidiary technology company? Do you have any plan for future cooperation?

A: Currently, the cooperation between the Commercial Press and its subsidiary, Wanyouzhidian Digital Media Technology (Beijing) Co., Ltd., mainly focuses on Chinese reference books. It involves quite a rich range of content, including the development of the *Xin Hua Dictionary* and *Modern Chinese Dictionary* apps. Next, Wanyouzhidian's primary focus will be on the development of the China Publishing Group's project—a digital platform for one hundred quality reference books. Since the users of the Commercial Press's language and dictionary digital platforms are mostly students, their parents, and teachers, these digital platforms fall under the category of educational products. In the subsequent development, especially in the fields of humanities and Chinese language learning, the Commercial Press will collaborate with Wanyouzhidian to develop more high-quality products to better serve primary and secondary school students as well as teachers.

are most popular. Creative products developed around intellectual property (IP) are also selling well on e-commerce platforms and in physical bookstores.

Children's Book Bestseller List

Number	Title	Author	Publisher
1	<i>Chinese History for Children</i> 《写给儿童的中国历史》	Chen Weiping	New World Press
2	<i>Treasure Hunt of Great China Series (1~29)</i> 《大中华寻宝系列(1~29)》	Jing Ding Dong Man	21st Century Publishing Group
3	<i>Pete the Cat: Good Character Development for Kids of 3~6 (Volumes 1~4)</i> 《皮特猫:3~6岁好性格养成书(1~4辑)》	[USA] James Dean	Wen Hui Publishing Co. Ltd., Reader Culture
4	<i>Chick Qiu Qiu's Touch and Feel Toy Book</i> 《小鸡球球触感玩具书:全5册》	[Japan] Iriyama Satoshi	New Star Press Dolphin Media
5	<i>Woongjin Math Picture Book Series (50-Book Set)</i> 《熊津数学图画书(全50册)》	Woongjin Publishing House	Guizhou Science and Technology Press, Sunshine Blog

HEP: Advancing Integrated Development to Accelerate Digital Empowerment

A: Tan Fangzheng (Editor-in-Chief of HEP), Zhang Ze (Deputy Editor-in-Chief of HEP) Q: Qu Jingfan (China Publishing & Media Journal)

Q: What changes have occurred in HEP's overall business compared to pre-pandemic times?

Tan Fangzheng: With a history spanning nearly 70 years, Higher Education Press (HEP) has evolved into a large comprehensive publishing house primarily focused on producing educational and academic materials in the fields of higher education, vocational education, and continuing education. Committed to a strategy of delivering high-quality materials, HEP has recently increased its efforts in developing various types of textbooks, high-quality publications, and digital products, to further shore up its core competencies in the publishing sector. In 2022, HEP achieved steady growth compared to the previous two years in terms of the title number of educational materials published, the number of copies distributed, and total sales revenue. New form teaching materials (means print materials with QR code or links), online education services, and other products and services accounted for over 45% of the total output value and total revenue.

Q: What practices has HEP adopted in the development of various forms of products?

Zhang Ze: Over the years, HEP has actively pursued integrated development and steadily upgraded its product offerings. Through implementing the integrated development action plan for "Product R&D and Publishing Projects," it has actively explored integrated publishing models and steadily upgraded its core educational materials. Digitalized products such as new forms of teaching materials, digital textbooks, e-books, audiobooks, specialized resource libraries, and digital courses are becoming increasingly clustered, with their scale continuously expanding. HEP will continue to build, operate and maintain digital course publishing cloud platforms, iLAB-X.com, iSmart, ct.hep.com.cn, and ebook.hep.com.cn, advancing the development of digital resources and digitalized products. New form teaching materials represent a product model that HEP pioneered and developed based on its extensive experience in educational publishing. These materials make textbooks more dynamic, enhance the depth of knowledge, and promote interactive learning. Digital textbooks have been a focal point of HEP's digital initiatives in recent years. Through research, standardization, development of technology platforms, and the exploration of new technology applications, an ecosystem for digital textbooks has initially been established. In 2022, HEP planned approximately more than 200 topics for digital textbooks, with over 90 textbooks in compilation and 14 digital textbook operation platforms already launched. Meanwhile, HEP collaborated with relevant universities and colleges to pilot the application of digital textbooks, making constant improvements on the new model of digital textbooks in the process. In the same year, HEP completed the R&D of 40 audiobooks.

Q: Could you discuss HEP's approaches to restructuring and integrating resources across different platforms?

Zhang: HEP is actively utilizing education information technology to promote education modernization. The online education service platforms that we have built and operated, such as iCourse, ICVE, and the "Higher Education Institutions Teacher Online Training Center", leverage information technology to support learning, education, and teaching. On



Tan Fangzheng



Zhang Ze

one hand, by supporting all platforms to participate actively in the development of "Smart Education of China", HEP is fully committed to the construction and operation of smart education platforms for higher education and vocational education. It aims to converge high-quality resources, users, and services from platforms like iCourse and ICVE onto national platforms, achieving the seamless flow of resources, users, and services, and ultimately assisting the digital transformation of higher education, and enhancing its capabilities and levels of serving modern education. Taking ICVE as an example, as the primary provider and application carrier for "Smart Education of China", it serves over 2,000 national, provincial, and school-level professional teaching resource libraries of vocational education. It involves more than 5,000 vocational colleges and enterprises in the construction of resource libraries. The platform aggregates over 580,000 SPOCs, and over 6,400 MOOCs, it has attracted more than 22.44 million registered users and served nearly 110 million teachers and students, with the number of daily active users exceeding 1 million. In this way, abundant educational resources lay a solid foundation for strengthening the digital base of a high-quality vocational education system.

On the other hand, HEP continues to construct technological central platforms, data central platforms, business central platforms and a unified security center by actively constructing the foundational technical support system for integrated development. By employing a dual-platform architecture of data and business central platform, formulating a unified data model standard, and providing a unified data collection and synchronization mechanism, the unified resource center project aggregates various data and resources from HEP's business platforms to achieve connectivity, knock down barriers to sharing, and make unified storage, processing, management, and service for educational resource data a reality.

Q: How does HEP address the challenges posed by the abundance of OER on the Internet and the continuous advancements in AI technology?

Zhang: OER and the evolution of new technologies like AI have transformed the way information flows both within and outside the industry, and thus enhanced the industry's collaborative capabilities. These effects are primarily observed in the following areas: 1. The application of new technologies has the potential to improve the efficiency and quality of content creation and production. 2. New technologies facilitate precise content recommendations and personalized services based on user data and behavior. 3. The rise of electronic publications, online reading platforms, and digital content subscription services

makes it more convenient for readers to access the resources. Additionally, through channels such as social media, search engines, and online marketplaces, new opportunities have emerged for sales and the promotion of works. 4. New technologies have also brought challenges related to copyright protection and piracy. HEP must strengthen the application of cybersecurity technology, and the industry should strengthen cooperation with regulatory bodies to enhance efforts in combating copyright infringement and online piracy. 5. New technologies have posed new challenges to talent demand and development in the publishing industry. The publishing industry needs to attract and nurture talents with digital and technology-driven capabilities to enhance the technological literacy and innovation capacity of the entire industry.

Q: What process upgrades has HEP undergone to promote the IT-based education and education modernization, and what new plans are there for the future?

Zhang: In recent years, more efforts have been allocated to promote IT-based education and education modernization, HEP adapted to the trend of integration, accurately recognizing, properly responding to, and proactively embracing changes, and adhered to strategic planning and systematic advancement. We have achieved the systematic design and integration of strategies, blueprints, goals, tasks, and routes, and established a well-rounded system of integration development business standards that harmonizes traditional publishing with emerging digital industries. Our content development, production, review, promotion, and service processes are integrated between traditional publishing and digital businesses.

To meet the demands of high-quality education development and new requirements for the digital transformation of higher education, HEP will dig deeper and apply new information technologies such as 5G, AI, big data, cloud computing, etc., to keep improving the quality and level of digital education and digital teaching resources. We will speed up our efforts to improve the platforms like the unified resource center, user center, and the management of data sharing and actively promote the application of data and business central platforms in various internet services, so that we can provide superior, more efficient, and more secure technological and service support for in-depth integration development. This will enable effective management of the application of HEP's digital resources, and enhance the efficiency and value of the utilization of digital resources.

HEP has always considered international development as one of the critical tasks. During the "13th Five-Year Plan" period, HEP cooperated with over 200 global institutions including many renowned publishers, to enhance the influence in the international community. While consolidating the leading positions domestically, online education platforms have further expanded their overseas cooperation in new areas. We are exploring new modes of international cooperation for online platforms and digital resources in order to further enhance HEP's international brand and service capacity. The English version of iCourse has been selected by UNESCO as part of the Global Education Coalition, providing remote education for millions of university students worldwide. During the "14th Five-Year Plan" period, HEP will further strengthen international exchanges and cooperation, so as to improve the quality and level of internationalization.

Jieli Implements Quality-oriented Strategy to Foster its Growth

A: Bai Bing (Editor-in-Chief of Jieli Publishing House)

Q: Qu Jingfan

Q: According to book-sales data company Open-Book, the sales revenue of children's books in China accounted for 28.19% of the total turnover, but the proportion decreased by 2.33% (the biggest decline) in H1 2023. What do you think of this?

A: The retail market of children's books in China in H1 2023 has entered the stage of slowing down from rapid development. The proportion of each category of children's books has changed: children's literature has declined while popular science and encyclopedia have constituted the largest part, China-themed publishing has been rapidly improved, and there is still huge market for picture books. After the recovery of offline customers, physical store sales did not increase significantly. The main growth was still from online platforms, mainly from short video and livestreaming platforms. Moreover, the per customer transaction is obviously reduced, and the sales of book sets and series are far from ideal because of the high pricing.

Q: Could you please analyze the factors that lead to these changes in the children's book market?

A: The reasons for these market changes are as follows. Firstly, after the pandemic, there was a downgrade in consumer spending, and readers paid more attention to the cost performance when buying books. Secondly, within the category of children's literature, there has been an increase in books with repeated versions. Children's literature needs breakthroughs and innovations, requiring established authors to produce new works or emerging authors to present new creations in order to potentially drive a new wave of sales. Thirdly, there is an enhanced societal emphasis on scientific literacy and an urgent demand for quality improvement, which has propelled the growth of children's encyclopedia books. Fourthly, the demand for picture books has been steadily increasing. The age range of readership has decreased, with even newborn infants now engaging in reading. This increase in readers has led to a greater demand for picture books. Meanwhile, as the import of picture books from European and American countries by Chinese publishers approaches saturation, the number of original picture books by Chinese publishers has continued to expand, and the sales also rose.

Q: How was the market performance of Jieli Publishing House (Jieli) in H1 of the year?

A: From January to June 2023, the total turnover of Jieli reached 350 million yuan, a 5.53% increase year-on-year. The net turnover reached 310 million yuan, showing a 2.20% increase from the same period last year. A total of 123 new books were published, marking a 19.42% growth comparatively. The reprint rate was 86.97%, decreasing by 0.33% from a year ago. The turnover of new books reached 50.113 million yuan, experiencing a 93.23% increase over the same period last year.

Jieli continues to enhance its reserves of unpublished titles, improve the pace and efficiency of new book publishing. In H1 2023, the title, number and sales of new books all increased steadily. Additionally, Jieli has always adhered to the strategy of selecting the best among the good and the excellent among the fine, emphasized value-based publishing. The number of unpublished titles is strictly controlled. Therefore, the ratio of new titles to backlist books has maintained a 2:8 proportion, creating a healthy product structure.



Q: What are the new works from Jieli that have created buzz?

A: In H1 2023, Jieli's China-themed publishing segment accounted for 16%, marking a 4.4% increase compared to the same period last year. The jointly published *Chinese Pioneers Story Collection* ("中华先锋人物故事汇") by Party Building Books Publishing House and Jieli launched its fourth batch in January 2023. Till now, this series has sold over 13 million copies. *The Junior Space Agency Series* ("少年航天局"), written by children's literature authors Duan Lixin and Sun Rui, tells the story of the Junior Space Agency members who embark on a series of investigations after tracking a mysterious signal source following the discovery of the first probe to land on the far side of the moon.

Children's popular science accounts for 21.2%, with the turnover increased by 2.943 million yuan. The popular science brand *Friend of Science* ("科学之友") launched in 2020, has sold 1.59 million copies so far. *The Repository of Classic Series for Children* ("少儿万有经典文库") has published a total of 14 books to date, with a total distribution of 880,000 copies and a total turnover of 65.707 million yuan. The best-selling classic scientific work *A Short History of Nearly Everything Series* ("万物简史") has been on the market for 17 years, with sales exceeding 1.8 million copies, making it one of the most outstanding popular science books in recent years.

Children's literature accounts for 23.5%, with a year-on-year increase of 3.72 million yuan in turnover. The *David Williams Fictions* ("大卫·少年幽默小说系列") introduced the sequel of *Gangsta Granny* ("了不起的大盗奶奶"), *Gangsta Granny Strikes Again* ("大盗奶奶的完美冒险"), which incorporates humor, comedy, and family education. It's a humorous and healing growth novel suitable for readers aged 8 to 14.

The picture book segment accounts for 19.8%. *The Barbapapa Series* ("巴巴爸爸"), and the *Baby Dragon Original Picture Book Series* ("娃娃龙原创图画书系列") continuously introduce new works. *A Very Busy Town* ("好忙好忙小镇") book set has exceeded 30,000 copies in sales upon its presale on Xiaohongshu platform, with turnover surpassing 2.2 million yuan. Within two months, the turnover hit nearly 10 million yuan. As of now, the cumulative turnover has reached over 25 million yuan, with a total sales of 370,000 copies. Additionally, the *Mr. Octopus Has*

an Idea Series ("章鱼先生有办法") also performed exceptionally well. *The 32 Series* ("32个系列") created by author Peng Yi introduced the new work *I Did Not Defeat My Son with 32 Nightmare Goblins* ("我用32个睡魔怪没有打败我儿子"). It continued the exaggerated and dynamic artistic style of the previous works, narrating relatable stories of children's growth, conveying the warmth of friendship and the courage to overcome challenges.

Q: What is Jieli's publishing plan for the H2 of the year?

A: In H2 of the year, Jieli will focus on three aspects and two major segments to carry out effective publishing. Firstly, we will reserve best-selling book topics and enhance major project marketing. The title selection strategy will be further adjusted to control the title number, make full use of topics that demonstrate significant benefits. We shall stick to the quality-oriented strategy, the emphasis will be producing high-quality publications by selecting the best among the good. Moreover, effective marketing planning for major best-selling book projects will be prioritized.

Secondly, we will focus on exploring original topics and ensuring quality China-themed publishing. Emphasis will be placed on key China-themed publishing projects such as the *Chinese Pioneers Story Collection* -Picture Book Edition, the fifth batch of the series, and the *New Jieli Epistolary Collection* ("新接力书信集"). Effective planning for original publishing projects will be carried out, including the selection for the 4th Jieli Cup Jin Bo Childhood Literature Award and the 4th Jieli Cup Cao Wenxuan Children's Fiction Award. We will strive to unveil these projects in H2 of this year.

Thirdly, we will center on effective marketing and promotion of key new book projects. In the infant and toddler book segment, we are going to continue the expansion of *Baby Dragon Original Picture Book Series* and release works as *I Did Not Defeat My Son with 32 Nightmare Goblins*, *The Bears of Oroqen* ("鄂伦春的熊"), and *Once Upon A Mooncake Village* ("从前有个月饼村") on schedule. We will give priority to the independently developed IP *Mimi and Tete Series* ("米米特特"). In September, we will publish ten volumes of *Mimi and Tete Body Novelty Books*, and customize marketing and promotion plans for different channels. Additionally, we shall seize the important milestones such as the 40th anniversary of the *14 Mice* ("14只老鼠"), the 50th anniversary of Usborne, and the 65th anniversary of *The Smurfs* to carry out marketing and promotional activities accordingly.

In the segment of children's book, we will closely collaborate with the distribution department to expand campus activities and carry out effective marketing activities for key new projects such as *Building Blocks of Finance* ("这才是金融"), the first volume of the *Good Science Book Collection* ("好好科学书库"), and the *David Williams Fictions*.

In the adult book segment, we will focus on preliminary promotion of new books through new media platforms. We are about to give special emphasis to new media, develop marketing plans on the basis of stages, channels, and timing, generate discussions for distinctive marketing, particularly for key new books like *The Bullet That Missed: A Thursday Murder Club Mystery* ("周四推理俱乐部: 消失的子弹"), *Anna* ("第二个安娜"), and *A Solitary Walker* ("孤独者的漫步").

Chinese Comics is Gaining Global Recognition

A: Team of Kuaikan Comics Q: Qu Jingfan

Q: What changes have occurred in terms of the readership and the overall business of Kuaikan Comics since the pandemic?

A: Currently, achieving profitability is our top priority, which will form the foundation for a positive and healthy industry cycle. Kuaikan is actively exploring new content, business models, and technological empowerment to facilitate the upsurge of high-quality comics in the market. The goal is to accelerate the creation of Chinese comic IPs with global influence.

As the works on Kuaikan increases, the variety of genres diversifies, and the age range of readers expands. This has led to an increase in the number of elderly readers. Kuaikan Comics has expanded into a comprehensive comics platform encompassing various genres such as romance, school life, action, fantasy, and science fiction. The proportion of male reader is growing, and the readership is gradually expanding and penetrating into rural cities.

Q: What are the main reasons for Kuaikan's rapid development?

A: The development can be attributed to two main factors: a professional approach to comics, and a deep understanding of users. The former results from a combination of Kuaikan's gradual establishment and refinement of a professional creation system, the mechanisms to discover new-generation comic creators, and diverse methods for commercializing IPs, which have also contributed to the maturation of China's comic ecosystem. The latter involves a deep understanding of the characteristics of the platform's post-00s readers, enabling Kuaikan to create more personalized comics that cater to their individualities, as well as entertainment lifestyles extending from comics.

In addition to the two long-term strategies of consistently producing high-quality content and exploring ways to amplify the influence and commercial value of the IPs, Kuaikan has also made strategic adjustments in various markets. This year, Kuaikan has introduced an approach of new content, new business, and new technology as a response to the current situation.

Q: Kuaikan Comics has now developed a distinct domestic comic style and become the largest "unicorn" in the comic industry, receiving multiple rounds of investment from top-tier institutions. In your opinion, what is the reason for the favor of top-tier institutions towards Kuaikan Comics?

A: Within the comic industry, Kuaikan Comics excels in numerous aspects, surpassing its competitors by a significant margin. It holds an absolute advantage in terms of market share, making it the largest domestic comic platform. Additionally, Kuaikan's professional comic production and development system, creator ecosystem, technological innovation, and user community are all vital factors that attract the attention of investors.

Q: What extensive experiences does Kuaikan have in the development of domestic comic content, platform operations, content production, and management?

A: In the realm of comics, the continuous creation of value for readers and the establishment of commercial value essentially revolves around a competition based on "quality". This principle has been established by Kuaikan's editorial department in response to the new environment. Guided by this



principle, we have defined a content-oriented development that emphasizes quality enhancement, specialization, and globalization.

Regarding quality enhancement, our approach is two-fold. Firstly, we refrain from blindly pursuing so-called major IPs or new works from renowned authors. Instead, we leverage the inherent strengths of comics to discover unique and distinctive content. Secondly, we align with the current domestic marketing channels and conditions, meticulously selecting works that can seamlessly integrate into the existing domestic business ecosystem and generate commercial value.

In terms of specialization, we've made significant strides over the past year. Firstly, we've established specialized standards for all stages of work creation to improve the success rate of our projects. Secondly, we've comprehensively upgraded in our organizational structure to enhance specialization. We have meticulously accumulated experience in defining categories, target audience, and comic themes. This extends to various aspects of different thematic works, including outlines, scripts, storyboards, drafts, and final coloring, with specialized standards for each key phase. Additionally, starting from the strategic central platform, we've restructured our organization to design professional selection centers, script centers, and production centers. As a systematic approach, it empowers editorial teams and authors across different directions. As an organizational structure adjustment, it fosters a more organic integration of data, business, and creativity.

In terms of globalization, the global comic market has undergone significant transformations, especially in more mature markets like Japan and South Korea. Currently, the commercial competitiveness of full-color commercial scroll comics has been rapidly expanding, achieving remarkable success. Kuaikan must firmly grasp this trend and create globally acclaimed works. Chinese domestic comics have frequently dominated the rankings in Japan, South Korea, and English-speaking countries. The speed and momentum of Chinese comic industry's global development have captured the attention of all comic-related institutions worldwide. Chinese comics is now being recognized by the world.

Q: How do you approach publishing and the diversification of IP development?

A: Kuaikan's achievements in book publishing in 2022 are the result of solid accumulation and strategic management in the realm of comic IP. The success in a relatively short period of time is attributed to three factors. Firstly, we comprehensively reviewed our existing works and carefully selected the most suitable ones for publishing from the thousands of available works. We also tailored specific publishing strategies to match different IPs. Secondly, we've changed from being passive to proactive by actively making high-quality publishing partners. We have been engaged in in-depth discussions with potential publishing partners, substantial collaborative efforts will soon be initiated.

In addition to the online popular works on Kuaikan Comics, we will initiate multi-faceted collaborations with publishing institutions. This will include jointly choosing comic topics, coordinating online and offline promotional activities, integrating marketing efforts between books and related merchandise, etc. Together, we aim to foster a positive cycle within the domestic comic ecosystem.

Q: Kuaikan's business has expanded to over 10 countries and regions abroad. What is the main cooperation model you adopt for overseas markets?

A: Kuaikan Comics has a solid foundation for internationalizing its publishing business. Firstly, our online expansion strategy is mature, and many works have already left positive impression on overseas readers. Secondly, the reading preferences of the global Gen Z readers are becoming increasingly convergent. Thirdly, we value specialized management.

We only launched our international publishing business in H2 2022, and in just one year, we have expanded into over 10 countries and regions, collaborating with nearly 20 overseas publishing institutions. Our primary cooperation models are the two most common ones in the book industry: agency and direct licensing. We start by thoroughly researching the publishing characteristics, reader preferences, and online reading infrastructure of relevant countries and regions. Then, we recommend targeted topics and fully explore available promotional channels. For instance, we provide insights of Kuaikan's works and publishing strategies to internal overseas business leaders and big book agencies, as well as participate in book industry's exhibitions and events.

Q: How was the increase of over 100% achieved in overseas distribution revenue in H1 2022?

A: Since Kuaikan Comics launched the "Columbus Program" in 2021, we have exported over 500 works to more than 200 countries and regions worldwide. During this process, Chinese comics have gained continuous recognition and favour from overseas comic readers, who are willing to pay for them. This has provided us with a richer understanding of the overseas market. Simultaneously, the number of Chinese creators is huge, thus Kuaikan's overseas partners recognize the substantial annual output of Chinese works. Therefore, there has been a significant growth in overseas distribution business. In 2022, there has been a notable change in Kuaikan's overseas distribution revenue, with over 65% of the income coming from revenue sharing of overseas works. This income not only gains favour from overseas platforms but also achieves increased sales among user groups.

Q: How does Kuaikan Comics utilize AI technology to empower Chinese comic creation and enhance user experience?

A: AIGC technology brings new vitality to the Chinese comic industry in two aspects: user experience and production capacity. We are actively researching how AIGC can greatly enhance creators' productivity. For instance, Kuaikan has developed an AI-integrated end-to-end digital workbench to assist creators during the creative process. This platform liberates creators from repetitive tasks, thereby boosting their productivity. Besides, it enhances the efficiency of various stages like comic promotion and operations through richer user experiences.

SF Novel Unveils a New Era of Chinese Books in Germany

Although the pandemic affected Chinese-German cooperation in publishing during the past years, new deals are also emerging continuously. For example, Zhejiang University Press sold the German rights to *Liangzhu Civilization Series*, which will be announced at FBF this year. Regarding recent changes in Chinese-German publishing cooperation, especially what Chinese books are popular in Germany and future plans, CPMJ interviewed two experienced professionals in Germany.

Q: Qu Jingfan

Keep as the leading publisher for Chinese genre literature in German Area

A: Sebastian Pirling (Editor for science fiction and fantasy literature at Heyne Publishing House)



Ever since buying *The Three-Body Problem*, Pirling has sold almost 600,000 copies of Chinese SF and fantasy novels.

Q: Could you please talk about the recent publications by Liu Cixin and other Chinese SF writers in Germany?

A: Since January 2017, Heyne has published eight books by Liu Cixin and five ones by other Chinese SF writers, including Liu Cixin's world bestselling novels *The Three-Body Problem* (*Die drei Sonnen*), *The Dark Forest* (*Der dunkle Wald*), and *Death's End* (*Jenseits der Zeit*), as well as his story collection *The Wandering Earth* (*Die wandernde Erde*), his novellas *Mirror* (*Der Spiegel*) and *Devourer* (*Weltzerstörer*) and his two earlier novels *Ball Lightning* (*Kugelblitz*) and *Supernova Era* (*Supernova*). Finally, we published all three *Trisolaris* novels in one big deluxe hardcover volume (*Trisolaris – Die Trilogie*). Of all the Liu's books, we now have sold over half a million copies in print, e-book and audio editions!

Besides our Da Liu editions, we published Stanley Chen Qiufan's *The Waste Tide* (*Siliziuminsel*), Baoshu's sequel to *Trisolaris*, *The Redemption of Time* (*Botschafter der Sterne*), and Wang Jinkang's *Ant Life* (*Die Kolonie*). Fur-

thermore, we published the story collections *Broken Stars* (*Zerbrochene Sterne*) edited by Ken Liu, and *Quantum Dreams* (*Quantenträume*) edited by Jing Bartz. Although other publishers also started translating SF fictions from China, Heyne is now the leading publisher for Chinese genre literature in the German-speaking book market, since we have also published Jin Yong's fantasy novels.

Q: What changes have occurred in German market since the outbreak of the pandemic and the BookTok buzzing globally?

A: The book market in post-pandemic times reveals three significant insights. Firstly, the demographic group most interested in buying and reading books and also willing to pay more money for are those aged 18-24, who mostly prefer print books. This is, in my opinion, strongly influenced by the book recommendations on TikTok. Although they mostly recommend YA and romance fictions instead of SF novels.

Secondly, we see a surge in book prices. The prices are being raised quickly after long years of rather stable prices. More expensive raw materials and shipping costs are the prominent reasons. On the consumer end of this, we see a shift from books as commodity to books as luxury products – when you can buy hundreds of hours of TV streaming for a couple of Euros, you want to get as many books as possible for your buck. Expensive, high-quality hardcover editions are highly sought after.

Thirdly, there is a shift from SF back to fantasy and romance, together with an interest in the classics. The other day, my daughter (16 years old) asked me about Franz Kafka's works, whether I have an edition of *Homer*, and wanted to start reading *Dune* by Frank Herbert – and there are many more teenagers like her, voraciously diving into classical literature as well as genre entertainment. That makes me rather happy and hopeful.

Q: What kind of promotion and marketing activity have you made for the new books? And how is the response from the market?

A: Our book promotion for Chinese science fiction has always been aimed at three goals: reaching the big newspapers, interesting the book sellers for this relatively new segment (new in the West, at least), and catering to the SF fans. The response to our presentation of Liu Cixin's work has been overwhelming – his books surpassed anything a genre author has achieved in the last years, by far. Other authors and story collections have not been that successful, but that may be in part because short fiction is not very popular (or at least selling as well as longer novels). All in all, we have sold almost 600,000 copies of Chinese science fiction and fantasy.

Q: Please talk about your new publishing project about China. How about your FBF meeting plan with Chinese peers?

A: Our next project is to publish the *Hospital* trilogy by Han Song. I am very much looking forward to having the Big Three of Chinese science fiction published in German then! In Oct FBF this year, I will meet with my Liu Cixin agents, at CEPIEC and FT Culture (Beijing) Co., Ltd. (漫传奇文化传播有限公司).

“We’re Launching a New Chinese-German Publishing Project”

A: Cai Hongjun (General Manager of Hercules Business & Culture Development GmbH)



Before Günter Grass won the Nobel Prize in Literature in 1999, Cai Hongjun had already become the sole agent of Grass's Chinese rights for works such as *The Tin Drum* (*铁皮鼓*) and *Cat and Mouse* (*猫与鼠*). He introduced Cao Wenxuan's picture books to Germany and received high ratings on Amazon. He's also planning a new project for co-publication of a picture book in China and Germany.

Q: Recently, what Chinese books are bestsellers in Germany? How are Chinese literature and children's books received in Germany?

A: *Die drei Sonnen* (*三体*) by Liu Cixin is undoubtedly the bestseller in Germany. And novels by Mo Yan, Yu Hua, Yan Lianke, Bi Feiyu were also translated into German, but haven't sold well. Chinese novels' lengthy narratives and multiple characters have become an obstacle to translation. This is due to different historical culture, social backgrounds, authorial concepts, and readers' habits, etc. A comparison of German versions with its Chinese ones reveals that German translators or editors have made significant cuts and adjustments.

Regarding Chinese children's books, the German editions of Cao Wenxuan's *Bronze und Sonnenblume* (*青铜葵花*) and *Das Schilfhaus* (*草房子*) have received 5-star ratings on Amazon. His picture books *Ein ver-rücktes Huhn* (*痴鸡*), *The Last Der letzte Leopard* (*最后一只豹子*), and *Sommer* (*夏天*) have also been published in German but haven't sold well. Over a decade ago, we managed the German rights for Yang Hongying's *Diary of Smiling Cat* (*笑猫日记*) series to Schneider, a German publisher that produced *Ein fall für dich und das Tiger-Team* (*冒险小虎队*). The first two books after publication didn't sell well, and the last two, even after translation, were not published. We have also recommended works by several well-known writers of Chinese children's literature, but unfortunately, none have achieved successful results in German market.

Q: What're the new marketing ways that German publishers usually adopt?

A: Most German publishers stick to conventional approaches. Typically, they distribute book catalogs, advertise in related newspapers and magazines, deploy their sales representatives for in-person sales, and participate in various types of book fairs and bookstore events. Recently, Germany also embraced TikTok for book promotion, posting short videos on BookTok and mainly recommending women's and YA novels. Since April 2023, publishers have been releasing BookTok's bestseller lists.

Q: Could you share the latest news in Hercules' Chinese-German publishing collaboration?

A: As Chinese original books become increasingly mature, we have hired Chinese staff with overseas work experience and familiarity with the domestic children's book market to recommend books for export. Leveraging our accumulated resources over the years, we aim to establish a cooperation platform for publishers in both China and Germany. We've managed the German rights for Cao Wenxuan's picture books published by Tomorrow Publishing House and 21st Century Publishing Group (21CPG), including *Ein verrücktes Huhn*, *Der letzte Leopard*, *Sommer*, and *Im Kindergarten ist ein Monster* (*《幼儿园有个怪》*), a picture book by Zhou Suolan. These books have been published in German. In the past few years, we have endeavored to facilitate an international publishing project between 21CPH and Leipziger Kinderbuchverlag, a German children's book publisher. This project features the first Chinese winner of Hans Christian Andersen Award for Writing, Professor Cao Wenxuan, and the first German winner of Hans Christian Andersen Award for Illustration, Professor Klaus Enssikat. Information about their co-published *Ich hab mich verlaufen* (*《迷路》*) is already on Amazon.de. Currently, both the text and illustrations for this book are complete, and it's expected to be published simultaneously in Chinese and German at the end of this year. Both publishers share the rights and can authorize the publication of versions in other languages. Additionally, we're actively identifying promising original projects and nurturing young talented authors in China, facilitating collaboration between publishers in China and Germany once these projects mature.

How these German Books Create Buzzes in China?

■ By Qu Jingfan

More German books were translated and entered Chinese market, and many of them have become popular in China. How about the inside stories of these German books on positioning and marketing in China? Let's hear the voices from several Chinese publishers.

Academic books



Duan Qigang

In 2018, the Social Sciences Academic Press (SSAP) established the "Thorn Bird" Book brand. In recent years, SSAP has imported several German academic books which received positive responses around China, including biographies such as *Bismarck: Ein Preuße und sein Jahrhundert* (《俾斯麦：一个普鲁士人和他的世纪》), *Metternich: Strategist and Visionary* (《梅特涅：帝国与世界》), *Jürgen Habermas: Eine Biographie* (《哈贝马斯：知识分子与公共生活》), etc. These books have sales of 10,000 to 30,000 copies, with most of them continuously in print or reprinted.

The founder & director of Thorn Bird, Duan Qigang, introduced that the protagonists of these biographies are globally renowned figures in their respective fields during their times. The popularity of these books reflects the huge interest of Chinese readers in biographies of famous individuals. Moreover, all these biographies were written by authoritative experts of certain fields, which certainly fits the expectations of readers for professionalism and authority in such books.

Duan Qigang mentioned that when selecting books, he values the themes and content, as well as the professionalism and authority of the authors in the relevant arenas, and prefers to publish long-selling books written by scholars from academic institutions that are aimed at a broad readership.

Thorn Bird primarily focuses on themes related to world history. In recent years, market for books of this genre has been relatively stable. Duan Qigang explained that more than ten years ago, books related to world history were extremely popular. Therefore, numerous publishing institutions entered this field, leading to a rapid increase in the number of products and thus, bringing about intense competition. This gave rise to a rich variety of books, but the sales of individual book declined slightly. After over a decade of development, the readership for world history themes has gradually grown and become stabilized, with students in their twenties and white-collar workers in their forties as main customers.

Recently, the sales channels of books in China are shifting towards livestreaming for product promotion, posing a significant challenge for publishers. In response, Thorn Bird has established its own livestreaming and short video platforms, which are also actively cooperating with social media influencers and organizations. Short video and livestreaming platforms tend to favor the promotion of top products, which also poses a challenge for publishers. The development of those platforms has brought about changes for sale platforms, making it increasingly challenging for books to have long-term sales. Yet, on the other hand, they can also provide opportunities for certain books that may not have been bestsellers before.

In response to new media, Thorn Bird has posed an image of professionalism, authority, and being the most influential brand on the bookshelf. To promote the high-priced German book series *Born to be King* ("生而为王"), Thorn Bird had an in-depth collaboration with the WeChat official account "Book List is Coming" (书单来了). The series was selected as the "Most Anticipated Books for the H2 of the Year" and a distribution partnership was established. Within one week, 700 sets were sold, generating significant attention and laying a foundation for the follow-up sales.

Children's books

Children's books in German have a vast market in China. One of the bestsellers from Germany is *Über Land Und Durch Die Luft* (《一粒种子的旅行》). Since first being introduced in 2010 by New Classic Culture Co. Ltd., its sales have exceeded one million copies to date. Another picture book by Anne Möller, *Nester Baum, Hohlen Knabberm* (《世界上最最温馨的家》) is also very popular. When selecting picture books, New Classic said they would first consider the content, whether the text is suitable for children's perspectives, and whether it possesses uniqueness.

Works by the 21st Century Publishing Group (21CPG), such as the *Colorful Crow Series*, *Michael Ende Series* and the picture book *A Stubborn Tortoise* (《犟龟》) have been well-received by Chinese readers. To build the *Colorful Crow Series*, 21CPG gathered contemporary, classic, and interesting German children's literature, including representative works by numerous German literary masters such as Paul Maar and Paul Biegel. Sun Reimin, editor of the *Colorful Crow Series* of 21CPG, mentioned that over 18 million copies have been sold to date. In the near future, they will reprint the *Colorful Crow Series* (20 volumes in total), not only upgrading the print quality and binding design but also enhancing reading services, including a reading map, instructional videos, audio readings, extensive readings, and guidebooks, making German literary works more diverse. Furthermore, this series will continue to incorporate more outstanding German works.

Sun pointed out that the main characteristic of German children's literature is their unique geographic and cultural environment. As the German literature translator Li Shixun once stated, "German literature is different from other European and American ones. It always has a philosophical depth and tends to be not that shallow." Take *A Stubborn Tortoise* as an example: Reading it during childhood might give you the impression that it's just a story about perseverance in life goals. Reading it as a young adult, you may understand the courage needed to stay determined in the face of mockery and discouragement along your life. Reading it in middle age, you may grasp the understanding of the tortoise's mindset about how he can generously fulfill himself and others despite regretting missing its original goals. German children's books possess this artistic and philosophical ideal, making them a literary gift that offers insights for readers at different stages of life.

In children's literature market, E-commerce and livestreaming platforms have taken over most of the sales channels. Many livestreaming platforms only allocate three to five minutes for recommending a set of books, which is far from sufficient for literary books. "To promote and popularize children's literature, we are taking a dual approach through new media and offline operations," Sun said, in terms of new media operations, they engage with anchors, influencers, and communities that are willing to slow down and provide detailed explanations of book content to attract readers. By demonstrating high-quality content, they continuously enhance the brand's reputation and influences. At the same time, they plan various online



Sun Ruimin



Guo Jiahui

reading activities to encourage readers to share book reviews on platforms like Douban, Xiaohongshu, and Weibo. Regarding offline operations, they emphasize cooperation with school teachers and bookstore personnel in charge of read-

ing promotion. They provide teaching videos, power points, course syllabus, and training services for children's literature books, reducing the difficulty of promoting children's literature and encouraging more people to participate in it!

When selecting books, Sun said, the content is the priority. Sometimes, works without much fame or international awards are more likely to be recognized by readers and recommended by professional organizations. Secondly, they value works recommended by authoritative institutions for rights. Many of the German literary works purchased by the 21CPG have been recommended by the German Youth Literature Research Institute, which has recommended multiple works in the *Colorful Crow Series*.

In recent years, Beijing Science and Technology Publishing Co., Ltd (BSTP) has translated and published several German books. For example, the sales of *Stomach has a Train Station* (《肚子里有个火车站》) and *Dental Street novelty* (《牙齿大街的新鲜事》) have exceeded one million copies. And most of the German books have seen continuous reprints. Guo Jiahui, the deputy director of the Second Children's Book Department of BSTP, stated that German children's books share many common things with Chinese ones in terms of themes and storytelling methods, making readers resonate easily. For example, *I Don't Pee My Pants* (《我不尿裤子了》) received positive feedback from readers like, "My child kept wetting his pants, no matter how many times I've talked to them, this book was a great help!" There are also some unique German children's books that leave readers with endless reflections, both adults and children could find resonance in *The Fox Eats Books* (《吃书的狐狸》). In addition, the German-speaking region is the birthplace of western classical music. Books like *Children's Classical Music Picture Books* (《儿童古典音乐绘本》) and *World Masters of Music Series* (《世界音乐大师系列》), which readers can both listen to and read, have received unanimous praise for years.

Guo Jiahui mentioned that in a market where channels are changing, the most important thing is to prioritize readers' demands, unearth the content value of books, understand the underlying logic of each channel's operation, and gain an in-depth understanding of the characteristics of each KOL. Finally, to create high-quality content by leveraging high-quality KOLs, they achieve continuous and effective exposure for books.

BSTP principally values two aspects when selecting children's books. First, whether there is market demand in China for the themes. And the second is the book's content value, as well as the author's background and award-winning history. Creating bestsellers depends on numerous factors, and editors need to approach each book with the goal and attitude of making it a bestseller. Only then can books have a long and stable market.

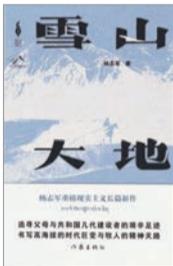
The 11th Mao Dun Literature Prize Winners: Narrating Chinese Stories from Different Perspectives

By Qu Jingfan

After a rigorous and relatively lengthy judging process, the eagerly awaited 11th Mao Dun Literature Prize announced its five winning works on August 11th, 2023: Yang Zhijun's *Snow Mountains and the Earth* (《雪山大地》) (published by Writers Publishing House in December 2022), Qiao Ye's *Baoshui Village* (《宝水》) (published by Beijing October Arts and Literature Publishing House in November 2022), Liu Liangcheng's *Bomba* (《本巴》) (published by Yilin Press in January 2022), Sun Ganlu's *The Vast Land* (《千里江山图》) (published by Shanghai Literature and Art Publishing House in April 2022), and Dong Xi's *Echo* (《回响》) (published by People's Literature Publishing House in June 2021). The five works are selected by the judging committee among a total of 238 works.

Yang Zhijun

was born in May 1955 in Xining, Qinghai, with ancestral roots in Mengjin, Henan. He is currently residing in Qingdao. His notable works include novels such as *The Collapse Around the Lake* (《环湖崩溃》), *The Falling Tide without a Sound* (《潮退无声》), *Compassion Original* (《大悲原》), and *The Tibetan Mastiff* (《藏獒》). His works have received numerous prestigious awards.



Exploration of "humanity" is a recurring theme in almost all of Yang Zhijun's works. *The Snow Mountains and the Earth* pursues the quality of "humanity" and, along with the protagonist, this book tells the experiences of maintaining the excellent qualities bestowed by the earth amidst human conflicts.

In recent years, Yang Zhijun has completed works such as *The Falling Tide without a Sound* and *The Last Migrant Workers* set against the backdrop of his adopted city, Qingdao. Now, he has returned to Qinghai, where he was born and brought up. He has witnessed dramatic changes over the past few decades. His upcoming work will portray the profound transformations on the Qinghai-Xizang Plateau. It will focus on three generations of builders, represented by "fathers and mothers", who have toiled and dedicated themselves to this land day and night.

Yang Zhijun stated that his future creative efforts will continue to revolve around Xizang, depicting the current reality and history of the Qinghai-Xizang Plateau. He emphasized, "This is my homeland, and the Qinghai-Xizang Plateau is a vast place with incredibly rich lives, yet very little of it has been written about it." Life itself is ever-changing, flowing like a river, so continuous exploration, observation, and gaining new insights are necessary to generate fresh ideas and new works.

Qiao Ye

was born in October 1972 in Xiuyu, Henan. Some of her representative works include novels like *Confession* (《认罪书》), *Demolition* (《拆楼记》), and *Hide a Pearl* (《藏珠记》). Her works have been recognized with many literary awards. Malaysian writer Li Zishu has praised her as "a writer who possesses both talent and patience".



Qiao Ye mentioned that it took her seven to eight years from breeding the idea to completing her novel *Baoshui Village*. She stated that before starting to write, she conducted research and immersed herself both emotionally and rationally. She has participated in field research organized by the China Writers Association and visited 20 villages

across the country. She also immersed herself in villages by living in rural areas for observation and experience. After careful consideration, she selected two villages as long-term observation spots and delved deep into their communities to find what she was looking for. Ultimately, she chose Baoshui as the subject, as it represented a rapidly developing and universally representative new rural area.

As she moved increasingly farther away from her rural hometown, her fiction writing has also been returning to two aspects: the rural life and the feminism. In recent years, there is an increasing focus on women's writing, and she has received much appreciation and attention as a result. "In *Baoshui Village*, I wrote about many women. In my heart, villages like Baoshui and Futianzhuang are also female. Women are like water. In this era, their sparkle shines not only on themselves. Perhaps for many female writers, writing from a feminine perspective is the most natural and normal choice. For me, it is a destined journey of return," she said.

Liu Liangcheng

was born in Xinjiang in 1962, his notable works include poetry collections such as *The Sun on the Yellow Sand Ridge* (《晒晒黄沙梁的太阳》), essay collections like *The Village of One's Own* (《一个人的村庄》), and novels including *Visional Earth* (《虚土》), *Soft Earth* (《凿空》), *The Message Deliverer* (《捎话》). He is renowned as the "last prose writer of 20th-century China" and a "rural philosopher." He explained that *Bomba* is written against the backdrop of the Mongolian epic of *Jangar* (《江格尔》). Liu Liangcheng had been reading the *Jangar* for over two decades. Many years later, the novel *Benba* began to sprout and grow in his mind.



Through three games controlled by dreams, *Bomba* portrays the infinite fear and wonder of pursuit and being pursued, hiding and seeking, dreams and awakening. It ultimately connects dreams with distant ancestors and the not-so-distant real world. Liu Liangcheng mentioned that he often has nightmares of being chased. In the dreams he tries to shout, but no sound comes out, and he wakes up in extreme fear. Therefore, the core of the novel *Bomba* is to resolve the dangers of dreams within the dreams themselves.

Currently residing in the countryside, his daily routine involves either gardening or writing.

Sun Ganlu

was born in Shanghai in July 1959 and is known for his works like *Visiting the Dreamland* (《访问梦境》), *Teenage Bacchus* (《我是少年酒坛子》), and *The Messenger's Letter* (《信使之函》). He is a prominent representative of the avant-garde movement in Chinese literature. *The Vast Land* is a significant work in the genre of revolutionary historical literature. Set in Shanghai during the 1930s, it uncovers hidden yet

momentous historical events, conveying profound ideals through the stories.

To create this work, Sun Ganlu has conducted extensive research, focusing on authentic materials such as city maps, newspaper articles, and social customs records from the 1930s. This allowed him to vividly recreate Shanghai of the 1930s. The novel captivates readers with its thrilling plot, precise depiction of societal norms and human character, and its deep exploration of hidden aspects of human nature. It establishes a spiritual connection between reality and history.

Sun Ganlu has served as the chief planner for the Shanghai International Literary Week for ten times. He is delighted to see that the Literary Week has become a prominent public cultural space centered around book clubs and academic activities.

Dong Xi

was born in April 1966 in Tian'e, Guangxi. He is a postgraduate tutor at Guangxi Minzu University. His representative works include the novel *A Loud Slap* (《耳光响亮》), short story collections *Life Without Words* (《没有语言的生活》), and *Painful Match* (《痛苦比赛》).



In *Echo*, the author employs a detective story format as an entry point. However, once getting into the story, its content is exceptionally rich and expansive. Detective Ran Dongdong is relentlessly pursuing a murderer, searching not only for the truth in the case but also in the truths of love and life. The novel delves into themes of trust between spouses, parents and children, and extends to the trust among individuals in society. He also explores human desires, materialism, and the subconscious realms of the human psyche in this book. Dong Xi places individuals in the context of real-life relationships to explore our spiritual world, investigating our losses, hopes, ideals, and pursuits. The novel touches on contemporary human souls and sensitive points, broadening our understanding of people and human nature. It contains metaphors for life itself. The closer people get to the truth, the closer they come to the essence of life and the world. Critics have referred to Dong Xi as a "philosopher in novelists", as he blends concrete descriptions with philosophical contemplation.

Recently, *Echo* was adapted into a web series with the same name on the iQiyi platform. When discussing the synergy between literature and television, he mentioned that in July of this year, the China Writers Association launched the "Migration Plan", hoping that more literary works can be adapted into TV series.



Chinese Hard Science Fiction Writers are Surging

By Nie Huichao

Recently, under the eager anticipation of science fiction enthusiasts worldwide, the official list of nominees for the 81st Hugo Awards was announced. According to the selection committee's nomination list of 2023 Hugo Awards, four works by Chinese authors have been nominated for the Best Short Story including Jiang Bo's *On the Razor's Edge* (《命悬一线》), Ren Qing's *Resurrection* (《还魂》), Lu Ban's *Upstart* (《白色悬崖》) and Wang Kanyu's *Zhurong on Mars* (《火星上的祝融》). Besides, Hai Ya's *The Space-Time Painter* (《时空画师》) is the sole Chinese work nominated in the category of the Best Novelette. The achievement serves as compelling evidence of the long-standing efforts dedicated to the advancement of China's science fiction industry. The development of Chinese science fiction has cultivated an expansive network of contributors, and as time unfolds, the boundaries of this network will continue to expand. The growth and progress of emerging writers will undoubtedly propel the high-quality evolution of Chinese science fiction.

Jiang Bo

Jiang Bo is a graduate from Microelectronics Institute of Tsinghua University in 2003. He made his debut in the realm of science fiction with his work *The Last Game* (《最后的游戏》). To date, he has published 5 novels and over 50 novelettes. His notable works include *The Galaxy Heart* (银河之心) trilogy, *The Gate of Machines* (《机器之门》), and *The Soul* (《移魂有术》). His work has been honored with multiple esteemed Galaxy Awards and Xingyun Awards.

Jiang Bo's writing is renowned for his "hard" style, characterized by a calm and composed language, precise and straightforward narration, and a high degree of technical sophistication. His narratives, while imaginative and grand in scope, are firmly rooted in meticulous attention to detail, and are thus, compelling and logically sound. *On the Razor's Edge* is the commissioned work for the Future Affairs Administration's "Chinese Space Station" writing project. It embodies the essence of a space action film. The story is rich in technical details, meticulously crafting a sense of realism throughout the narrative. In addition to being published in *Science Fiction World* (《科幻世界》), it has also been included in *Reaching For the Stars: A Chinese Space Voyage Story* (《造访星辰：飞往太空的中国故事》).

Ren Qing

In 2019, after two decades of reading science fiction, "It felt like the artificial intelligence suddenly woke up, or it was destined to write science fiction," says Ren Qing. He started to write *The Disappearing Circus* (《消失的马戏团》), turning dreams and the subconscious into a fantastic and surreal tale set in a small town. He submitted this science fiction debut to *Science Fiction World*, the magazine which he regarded as the "sanctuary" of science fiction literature, and his talent was im-

mediately recognized.

Following this success, Ren Qing quickly established himself as one of the finest young science fiction writers in China with works like *Resurrection*, *Vanishing Traces of the Past Days* (《弃日无痕》), and *Yesterday's Illusions* (《昨日幻梦》). This year, he has also become a columnist for the science section of *Science Fiction World*. Ren Qing's *Resurrection*, when translated into English, appeared in *Galaxy Award 1* (bilingual Chinese-English edition), which was the collaboration between *Science Fiction World* and Italian science fiction editor Francesco Verso's *Future Fiction*. This showcases the achievements of international cultural exchange in the field of science fiction.

"Science fiction is an inclusive creative field where different dimensions and various themes can be explored. Things that pure literature discussion have already formed certain rules. The main differences lie in literary style, writing techniques, and forms of expression," says Ren Qing. "Although the literariness of science fiction may not be as strong as traditional literature, it can carry a much richer range of creative themes, allowing the expression of more thoughts and ideas."

Lu Ban

Lu Ban, the pen name of Zhao Weilin, is a rising young science fiction writer from Chinese mainland. In 2020, he published his debut science fiction work, *Futuritis* (《未来症》). In 2021, this work earned him the 2021 Chinese mainland Fiction Galaxy Award for Best New Writer and it was also nominated for the Best Novel. In 2023, his novella *New Elites* (《新贵》) won the Award for Best Novella and the Award for Greatest Adaptation Potential at the 33rd Galaxy Awards. Both *Futuritis* and *New Elites* have sold the film and television adaptation rights. In particular, *New Elites* has been translated and published by well-known science fiction literature agencies in the United States and Italy.

In Lu Ban's science fiction novels, there are no usual elements of spaceships, big guns, or aliens that are common in traditional science fiction. However, his works have garnered the love of science fiction enthusiasts and readers. He believes this is because he has grasped the hot topics that the society is currently concerned with. "The most fascinating aspect of science fiction creation, as far as I am concerned, is that you can stand in the future to ponder on current problems." His debut work *Futuritis* explores 3 diseases in the future world, yet they are not genuine illnesses. For example, addressing the contemporary issue of aging society, Lu Ban explores a future where people can live forever, which would then lead to serious societal problems. In *Upstart*, Lu Ban creates a "consciousness space" for incurable patients, allowing them to face death peacefully and leave the world in the most beautiful way.

Wang Kanyu

Wang Kanyu serves as a contributing editor for *World Science Fiction Frontiers* (《世界科幻动态》), a magazine of Chinese Science Fiction Research Center, and also for *Vector*, a critical journal of the British Science Fiction Association. She has co-edited the English translation collection of Chinese fantasy

fiction *The Way Spring Arrives and Other Stories* (《春天来临的方式和其他故事》) and also been the editor of *The Making of The Wandering Earth: A Film Production Handbook* (《<流浪地球>电影制作手记》). Wang Kanyu writes science fiction, non-fiction, and academic papers in both Chinese and English. She has received numerous awards, including the Global Chinese Science Fiction Xingyun Awards, Comet-International Science Fiction Short Story Competition, and the Shanghai Writers Association Annual Award for Outstanding Works.

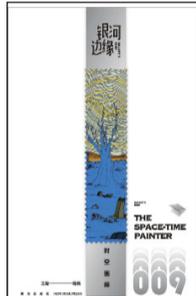
Wang Kanyu began publishing science fiction in 2015, with the majority of her works appearing in traditional literary magazines rather than science fiction publications. She believes that science fiction magazines tend to prioritize the creativity of science fiction, plot conflicts, and storytelling, while traditional literary magazines place more emphasis on language, character development, and literariness. There is no hierarchy between the two approaches, but they influence author's focus during creation.

Through the intersection of "female writer" and "fantasy literature", Wang Kanyu aims to break down the binary oppositions between center and periphery, progress and retrogress, tradition and future. She endeavors to shed the past limitations and stereotypes of Chinese science fiction and even Eastern science fiction.

Hai Ya

Hai Ya is a financial professional and a member of the Shenzhen Writers Association. He began writing science fiction in 2016, and his works have been published in various publications such as *Galaxy's Edge* (《银河边缘》), *Science Fiction World* (《科幻世界》), *Science Fiction Cube* (《科幻立方》), etc. He has received the Second Prize for Novelette in the Cold Lake Award and was nominated for the Galaxy Award for Best Short Story. This year, his work *The Space-Time Painter* was nominated for the Best Novelette category in the 81st Hugo Awards, making it the only Chinese work in this category.

Hai Ya has consistently explored the science fiction elements within Chinese history. He combines historical research with science fiction imagination to discover the intersection of reality and fantasy. *The Space-Time Painter* begins with the appearance of a "phantom" on the closing day of the Palace Museum. Hai Ya intertwines history, deduction, and science fiction to create a fictional masterpiece painting and the political power struggles of that era. This work, along with his previous publications *Blood Calamity* (《血灾》) and *Dragon Corpse* (《龙骸》), belongs to the same series. These stories are all reconstructed behind a certain period of history without entirely fictionalizing the real history. Hence, the stories aim to portray the grandeur of history and the insignificance of individuals, creating a sense of reality and wonder akin to a documentary.



IP Monetization Fuels Boom of Chinese Internet Literature Writers

■ By Nie Huichao

Internet literature, a quintessential facet of Chinese culture featured by mass creation and widespread readership, has now further emerged as a potent force for boosting cultural confidence. Over years of evolution, internet literature has broken free from its origins as mere text-based narratives. The intellectual property (IP) value derived from these creations, coupled with their profound impact on fans, has elevated internet literature to an integral driving force within the vast industry while still maintaining its commitment to delivering original content.

According to 2022 Report on the Development of Chinese Internet Literature released by the Literary Study Institute of the Chinese Academy of Social Sciences, internet literature market has reached 38.93 billion yuan in 2022, achieving a high-speed growth of 8.8% compared to the previous year. The number of users for internet literature reached a staggering 492 million. The number of Chinese internet literature authors has cumulatively exceeded 22.78 million, covering 57 major sectors of the national economy. Excellent internet authors have the ability to create iconic works, leading the way for literature genres of their time. Today, top authors still dominate the lists, while new talents continue to emerge.



Tian Can Tu Dou

Li Hu, better known by his pen name Tian Can Tu Dou, serves as the Vice Chairman of the Zhejiang Provincial Association of Internet Authors and is a member of the 10th National Committee of the China Writers Association. In 2008, he began his writing on Qidian.com with his debut work, *Blademaster of Warcraft Entrance between Vertical and Horizontal* (《魔兽剑圣异界纵横》). In 2009, he achieved overnight fame with his second epic fantasy novel *Battle Through the Heavens* (《斗破苍穹》). His works have then been adapted into online games and mobile games, and all of his creations have been adapted into comics. Notably, *Battle Through the Heavens* has been adapted into a movie.

Tian Can Tu Dou has consistently endeavored to construct an oriental fantasy universe. He believes that such a universe not only easily resonates with Eastern audiences but also encapsulates the essence of Eastern cultural heritage, making it a powerful vehicle for cultural exportation. His effort has garnered substantial acclaim in regions such as Japan, South Korea, Southeast Asia, Europe, and America. To facilitate the global promotion of his literary works, Tian Can Tu Dou has established a company for copyright management. This strategic move has concentrated all efforts on his creation and management, while vigorously propelling various adaptation projects. Based on novel creation, his works have extended into comics, animation, audiobooks, and further into the realms of game, film and television production.

Nan Pai San Shu

Nan Pai San Shu is a renowned Chinese writer, screenwriter, the Vice Chairman of the Zhejiang Provincial Association of Internet Authors and the Chairman of Nan Pai Investments. In 2007, he published the first book in the series of *Grave Robbers' Chronicles* (《盗墓笔记》). In 2011, Nan Pai San Shu

founded the magazine *Super Nice* (《超好看》) and served as the editor-in-chief. In the same year, he established the "Nan Pai San Shu Comics Studio". In 2014, he founded Hangzhou Nan Pai Investment Management Co., Ltd., specializing in IP ecosystem operation and development.

Nan Pai San Shu is one of the earliest authors to create internet novels in the genre of grave-robbing. His most famous work *Grave Robbers' Chronicles* uses suspenseful grave-robbing tales as a framework to construct a fantastic and special mystical world. During its serialization, *Grave Robbers' Chronicles* ignited an online frenzy. After its publication in physical books, it consistently secured prominent positions in both sales and online popularity. To date, it has sold over 20 million copies. Later, Nan Pai San Shu continued to create several related series set in the same fictional universe, including *Tibetan Sea Flower* (《藏海花》), *The Ocean of Sand* (《沙海》), and the serialized *Grave Robbers' Chronicles: Reboot* (《盗墓笔记·重启》) on his WeChat official account.



Gu Man

Gu Man, a renowned contemporary Chinese writer and screenwriter, gained fame for her novel *Farewell Silence* (《何以笙箫默》), and has since published works like *A Kingdom for Weiwei's Smile* (《微微一笑很倾城》), and *You Are My Glory* (《你是我的荣耀》). With the surge in adaptations of internet literature into films and television series, Gu Man's influence as an author continued to flourish.



Some readers view Gu Man's novels as constructing a utopian world centered around "love". In this Utopia, "love" reigns as the supreme justice and guiding principle, capable of overcoming all obstacles, which can be a rarity in the real world. Gu Man's delicate prose captured the subtle emotions in everyday life with precision. This resonated with the rising popularity of "sweet and affectionate dramas" in recent years, aligning with readers' demand for such content in the market.

Following the success of her works in film and television adaptations, Gu Man started prioritizing Intellectual Property (IP) considerations. For instance, when creating *You Are My Glory*, she first secured the authorization of the mobile game "Honor of Kings" (《王者荣耀》) and later pursued its adaptation into film and television. This strategy aligned with the successful film-game integration of *A Kingdom for Weiwei's Smile* and has provided Gu Man with valuable insights into IP development.

Tian Xia Gui Yuan

The literary creations of Tian Xia Gui Yuan (the pen name of Lu Jing) are renowned for the robust prose, witty writing style, boundless imagination, and a distinctive narrative approach that transcends the conventions of typical romance novels, capturing a vast and devoted readership. Tian Xia Gui Yuan has

published popular new books in the genre of youth literature, such as *Legend of Fu Yao* (《扶摇皇后》), *The Rise of Phoenixes* (《凰权》), *Phoenix Tilts the Heavens* (《凤倾天阙》), and *The Empress* (《女帝本色》). Her works have achieved remarkable success in terms of online views, sales, and adaptations into film and television series.

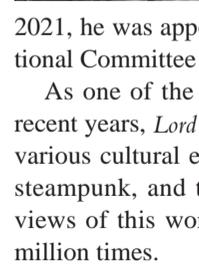


From a literary perspective, Tian Xia Gui Yuan's works have grand and intricate structures with delicate character portrayals. They offer a unique insight into human nature and human affairs. What is particularly noteworthy is how her works deviated from the typical themes of "striving for favor", "females' dominance over males", or "pure romantic narratives", and centered on female subjectivity and rights awareness. Her vivid and fluid narratives skillfully incorporate feminist ideologies.

"I don't focus much on national conflicts, instead I prioritize writing about how an ordinary person undergoes trials and grows. You can call it 'growth literature', where the growth of ordinary individuals becomes the central theme that constitutes the story's structure", says Tian Xia Gui Yuan. She believed that during the journey of growth, there would be many opportunities for new explorations, fresh insights and collisions, which might also enrich the plots of stories.



Ai Qianshui De Wuzei



As one of the most prominent internet novels in recent years, *Lord of Mysteries* (《诡秘之主》) combines various cultural elements such as fantasy adventure, steampunk, and the Victorian era. The global total views of this work have reached an astonishing 25 million times. Generally speaking, the works of Ai Qianshui De Wuzei exhibit a highly independent pursuit within the internet literature system, continuously exploring new themes and settings. He mentioned, "Reality will always be the richest source of nourishment for us, providing the most vitality to our creations. In reality, we can understand how the world operates, draw inspiration from many intriguing and relatable character prototypes, and incorporate humanistic concerns from the real world into our works."

Selected Books From China

I. China-Themed Books

Interpretation of General Secretary Xi Jinping's Important Speeches on Education 《习近平总书记教育重要论述讲义》

Author: **Editorial Board**
Publisher: **Higher Education Press**
ISBN: 978-7-0405-3743-7
Contact: **Li Fanglin** lifl1@hep.com.cn



Li Fanglin

This book provides a comprehensive and in-depth interpretation of the educational philosophy of Xi Jinping, general secretary of the Communist Party of China Central Committee. It consists of an introduction and 9 chapters.

The Resilience of China: The Footprints of a Super-large Civilization 《中国韧性：一个超大规模文明型国家的历史足迹》(英文版)

Author: **Li Yonggang**
Publisher: **New World Press**
ISBN: 978-7-5104-7379-1
Contact: **Zhai Junchao** 446442867@qq.com



Zhai Junchao

Focusing on factors contributing to the lasting unity of China, this book explores several important historic periods and transitions in dynasties. It elaborates on ways of life, values and thinking modes of Chinese in preserving and passing on the civilization, with the conclusion that the long history and vitality of Chinese civilization rely on its superb resistance to stress, exceptional tolerance and flexibility, as well as the collective will, determination and capacity in looking for solutions.

Knowing China through Archaeology 《从考古看中国》

Author: **National Office for Philosophy and Social Science**
Publisher: **Zhonghua Book Company**
ISBN: 978-7-1011-5681-2
Contact: **Wang Ruiyu** wangruiyu@zhbc.com.cn

As one of China's Best Books of 2022, this popular book summarizes the archaeological achievements of a century and demonstrates the glorious Chinese civilization. This book introduces the contents and values of archaeological hotspots such as the Sanxingdui Ruins, the Jinsha Sites and the Liangzhu Ancient City.

Chinese-Style Democracy: Whole-Process People's Democracy 《中国式民主：全过程人民民主》

Author: **Li Junru**
Publisher: **Foreign Languages Press**
ISBN: 978-7-1191-3368-3, 978-7-1191-3369-0
Contact: **Sun Yue** flpcindysun@126.com



Sun Yue

Chinese President Xi Jinping put forward "whole-process people's democracy" as a key concept for the first time when he was making an inspection visit to Shanghai in 2019. How should we understand the important conclusions about it?

Keywords to Understand China: Cultural Exchanges 《中国关键词·文明互鉴篇》

Author: **China International Communications Group (CICG), Academy of Contemporary China and World Studies (ACCWS), China Academy of Translation (CATL)**
Publisher: **Blossom Press**
ISBN: 978-7-5054-5237-4
Contact: **Zhang Xuan** zhbq@cicg.org.cn



Zhang Xuan

This book tells the story of Chinese civilization, and introduces the cultural roots and spiritual values of Chinese modernization to enhance the understanding of China's new model for human advancement by the international audience. It has selected over 70 keywords to introduce and interpret Chinese cultural values, its long history of exchanges with other civilizations, and mutual learning in the contemporary era, following the logic of presenting the traditional concepts first, reviewing the historical background and introducing relevant ideas and practice today.



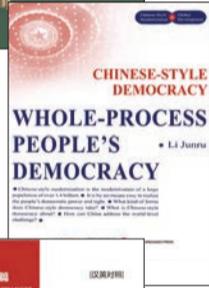
习近平总书记
教育重要论述讲义



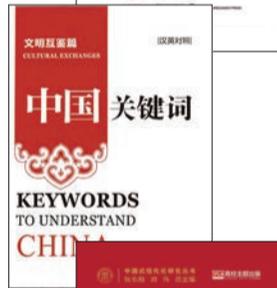
THE
RESILIENCE
OF CHINA



从考古
看中国



CHINESE-STYLE
DEMOCRACY
WHOLE-PROCESS
PEOPLE'S
DEMOCRACY



中国
关键词
KEYWORDS
TO UNDERSTAND
CHINA



中国式现代化



从张骞
到马可·波罗
丝绸之路十八讲



2022年度“中国好书”
从张骞到马可·波罗
丝绸之路十八讲



清代国家统一史(上册)



中国式
现代化
论纲

Chinese Path to Modernization 《中国式现代化》

Author: **Liu Shouying, Fan Xin, Liu Ruiming**
Publisher: **China Renmin University Press**
ISBN: 978-7-3003-0904-0
Contact: **Diana Gao** gaoya@crup.com.cn



Diana Gao

Based on the systematic analysis of the pioneers in modernization, this book explores the road of Chinese modernization and its uniqueness, rationalizes its historical logic, clarifies the goals and challenges of Chinese modernization and finally gives concrete paths for its realization.

Hi! I'm China 《这里是中国》

Author: **Institute for Planets and China Society on Tibetan Plateau**
Publisher: **China Pictorial Press**
ISBN: 978-7-5146-2126-6
Contact: **Sophia Liu** snowlxx@163.com



Sophia Liu

This book showcases the geographical features of the "three terrain ladders" of China's vast territory, extending from the boundless wilderness in the west to the prosperous coastal areas in the east. It reveals how China originated and what is China. With captivating images, professional maps, and touching texts, it illustrates the landscapes of 16 Chinese provinces and cities of geographical, economic and cultural significance while exploring their origins and evolution trajectories, presenting a massive picture of China from the geographical perspective.

From Zhang Qian to Marco Polo: Eighteen Lectures on the Silk Road 《从张骞到马可·波罗：丝绸之路十八讲》

Author: **Rong Xinjiang**
Publisher: **Jiangxi People's Publishing House**
ISBN: 978-7-2101-4126-6
Contact: **Stella Deng** dhmin52@126.com



Stella Deng

This book has been included into China's Best Books of 2022. Through in-depth analysis of 18 issues, including the direction of the Silk Road, towns, wars, material exchanges, population movements, political power and settlements, archaeological excavations and cultural relics, the book expounds the glorious history of the Silk Road in the exchanges and mutual learning between the Chinese civilization and foreign ones, and presents the profound connotation of Chinese culture.

A History of China's National Unification during the Qing Dynasty 《清代国家统一史》

Author: **Xing Guangcheng, Li Dalong**
Publisher: **China Social Sciences Press**
ISBN: 978-7-5227-0652-8
Contact: **Zhang Bingjie** 13693186775@163.com



Zhang Bingjie

This book takes a perspective of "national unity" and, based on the latest research achievements in the study of Qing Dynasty history, systematically elaborates on the process of achieving, consolidating and maintaining national unity in the Qing Dynasty from different dimensions such as time, space, and institutions, using rich historical materials as a foundation.

A Guidebook to China's Modernization 《中国式现代化论纲》

Author: **Hong Yinxing**
Publisher: **Jiangsu People's Publishing House**
ISBN: 978-7-2142-7109-9
Contact: **Du Jian** jspphrights@163.com



Du Jian

This book attempts to explain the underlying theories of the China's Modernization as proposed by CPC during its 20th National Congress. It focuses on the unique characteristics of the socialist modernization currently unfolding under the leadership of CPC. Particularly, it explores the path and strategies of the new socialist modernization initiatives underway, including the characteristics of the brand-new stage, ideas, and structure of the current modernization program. It is a must-read guidebook for researchers and general readers interested in China's modernization. (Continued on F22)

(Continued from F21)

II. Literature

The Litchi Road 《长安的荔枝》

Author: **Ma Boyong**
Publisher: **China South Booky Culture Media Co., Ltd.**

ISBN: 978-7-5726-0858-2

Contact: **Cindy Xin** xinyan@booky.com.cn

Written by Chinese bestselling author Ma Boyong, this short historical fiction tells a story happened in the Tang Dynasty (618-907 AD). How to bring these fresh Litchi from south of the five ridges, 1,500 miles away, to the capital city Chang'an (now Xi'an)? It's a very long and tough journey at that time, especially they have to travel by horses or boats. This book has been adapted into a TV series.



Cindy Xin

Bomba 《本巴》

Author: **Liu Liangcheng**
Publisher: **Yilin Press**

ISBN: 978-7-5447-8793-2

Contact: **Danielle Yang** rights@yilin.com

This novel, winner of the 2023 Mao Dun Literature Prize, draws inspiration from the best-known Mongolian epic of Jangar, but adopts a groundbreakingly imaginative approach as an ode to innocence and a revisit of the lost childhood of humankind. Jangar and other heroes migrate restlessly about this boundless grassland of Bomba, as if immersed in a dreamlike game. They build high mountains to exhaust their enemy, while half of their people gradually disappear. In cold nights, Qi, the story teller, chants epic tales to his people.



Danielle Yang

Welcome to the World 《欢迎来到人间》

Author: **Bi Feiyu**
Publisher: **People's Literature Press**

ISBN: 978-7-0201-8015-8

Contact: **Zeng Shaomei** zengshaomei@gmail.com

Welcome to the World depicts Fu Rui, a young and talented surgeon, who tirelessly plays the roles of a good son, husband, and doctor. After a failed surgery, a 15-year-old girl dies on his operating table. He finds his spiritual world collapsing, facing multiple dilemmas in his profession, family, and emotions. This is the latest novel by Mao Dun Literature Prize winner Bi Feiyu, published after a fifteen-year hiatus, offering a profound analysis of the spiritual world of contemporary urbanites in China.



Zeng Shaomei

China Stories on Stage 《戏剧里的中国故事》

Author: **David Symington**
Publisher: **Sinolingua Co., Ltd.**

ISBN: 978-7-5138-2259-6

Contact: **Zhen Xinyue** zhenxinyue@sinolingua.com.cn

Giving Chinese learners across the world a unique chance to breathe new life into Chinese culture through performance while enhancing core oral communication skills, this book brings together 17 bilingual scripts based on well-known China stories. The stories are taken from legends, historical anecdotes and episodes from classical Chinese literature. The Chinese scripts are designed to be performed by lower intermediate level learners. Scripts are accompanied by pinyin, English translations, vocabulary notes and discussion questions.



Zhen Xinyue

The Artistry of Handicrafts: Chinese Craftsmen 《手上春秋：中国手艺人》

Author: **Nan Xiang**
Publisher: **Jiangxi Education Publishing House**

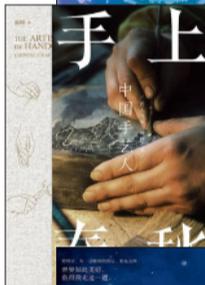
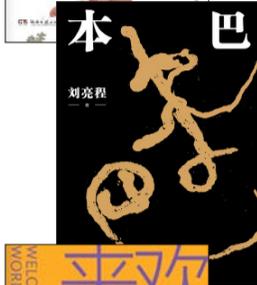
ISBN: 978-7-5705-0961-4

Contact: **Ding Mengchen** 1075437756@qq.com

This is a non-fiction literary work that tells the stories of Chinese craftsmen in a documentary way, displays today's Chinese craftsmen, calls for the inheritance of Chinese crafts, and promotes the spirit of craftsmanship. For 3 years, author Nan Xiang completed this documentary work by collecting thousands of information all over China. In the book, readers can learn 15 craftsmen in different industries, such as "pharmacist of traditional Chinese medicine" "Sichuan embroidery craftsman", among others.



Ding Mengchen



Vision 《目光》

Author: **Tao Yong, Li Run**
Publisher: **Baihuazhou Literature and Art Press**

ISBN: 978-7-5500-3821-9

Contact: **Liu Yun** bhzw@sina.com

Vision is the first literary essay collection by Tao Yong, the chief ophthalmologist of Beijing Chaoyang Hospital, Capital Medical University. Tao Yong is a highly skilled ophthalmologist and a victim of a heartbreaking medical incident. The book not only records his ordinary life, but also shows the diverse patients he has encountered and the energy he has absorbed from friends and books over the past 20 years. It is a growth inspiration shared with everyone.



Liu Yun

Manufacturing in a Great Country 《大国制造》

Author: **Ji Hongjian**
Publisher: **Hunan People's Publishing House**

ISBN: 978-7-5561-3223-2

Contact: **Li Yuting** melody7500@foxmail.com

This book focuses on the history of the Hunan people who had the courage to develop modern manufacturing industries and achieve the rise of central China in engineering machinery manufacturing, and tells the stories of the innovation and entrepreneurship of several key enterprises, such as Shanhe Intelligence, CNR Zhuzhou, Zoomlion Heavy Industry, and Sany Heavy Industry.



Li Yuting

Mawangdui Tombs 《中国马王堆》

Author: **Tan Fangya, Tan Dunning**
Publisher: **Hunan Electronic And Audio-visual Publishing House**

ISBN: 978-7-8300-4430-5

Contact: **Zhou Liwen** liwenwelldone@qq.com

In the late 1970s, an ancient tomb was found in the outskirt area of Changsha city. After months of excavation, archaeologists confirmed that it was a tomb of the Western Han Dynasty (BC 202 to 8 AD), dating back to more than 2,000 years ago. The excavation was considered as one of the world's greatest discoveries in the 20th century. By reading this book, readers can take a closer look at the lifestyle of the Chinese upper class at that time.

Breathing 《呼吸》

Author: **Zhang Yu**
Publisher: **Henan Literature and Art Publishing House**

ISBN: 978-7-5559-1466-2

Contact: **Ding Xiaohua** 571817966@qq.com

Breathing tells the legendary life of Bodhidharma, the founder of Chinese Zen Buddhism. The novel reconstructs the magnificent journey 1,500 years ago of Zen Buddhism finding a home at the Shaolin Temple of China and spreading its influence over Chinese as well as world culture from then on. It integrates historical materials, biographies, and literary imagination to, through stories such as crossing the river on a reed, facing a wall for nine years, and returning west with a sandal, builds a lively, tender, and honorable image of Bodhidharma, and offers an innovative interpretation of Chinese classics and history.



Ding Xiaohua

Baoshui Village 《宝水》

Author: **Qiao Ye**
Publisher: **Beijing Publishing Group**

ISBN: 978-7-5302-2266-9

Contact: **Jessica Zhou** zhouhx@bphg.com.cn

Baoshui Village portrays life in rural China, revealing the changes in conditions for residents of both the city and the countryside, and vividly depicting the nimble work of the local cadres as they experience joy and heartbreak. A struggle with insomnia forces her to take an early retirement, Qingping, the protagonist of the book, moves from the provincial capital to Baoshui Village to help her friend Old Yuan open a guesthouse. There, she sees how its transformation from a traditional village to a cultural tourism destination provides a new lease of life.



Jessica Zhou

(Continued on F23)

(Continued from F22)

Worldly Land

《流俗地》

Author: Li Zishu

Publisher: Beijing Publishing Group

ISBN: 978-7-5302-2128-0

Contact: Jessica Zhou zhouhx@bphg.com.cn

The novel *Worldly Land* raises the curtain on life in Ipoh, Malaysia, describing the everyday life of the city's denizens. Yin Xia, the protagonist of the book, is a blind woman who is intelligent, sensitive, and perceptive. Though she is willing to weave wicker baskets at home, she longs to enter the world beyond. She learns to write in braille and falls in love, but even as everything seems to be going well, darkness is falling.



Jessica Zhou



The Vast Land

《千里江山图》

Author: Sun Ganlu

Publisher: Shanghai Literature and Art Publishing House

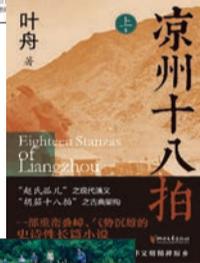
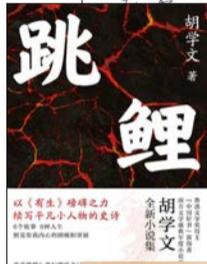
ISBN: 978-7-5321-8331-9

Contact: Feng Ling 3329552185@qq.com

In 1933, on the fifteenth day of the twelfth lunar month, dark clouds covered Shanghai. A secret meeting was suddenly rushed, and half of the participants were arrested. Chen Qianli was ordered to reorganize his team and continue to implement the top secret plan. In full view of the public, a dangerous battle for diversion is waged in advance ... The novel is a new title written by Sun Ganlu. It finds hidden and great historical events from Shanghai in the 1930s, and presents its process in a literary way.



Feng Ling



Jumping Carp

《跳鲤》

Author: Hu Xuewen

Publisher: Jiangsu Phoenix Literature and Art Publishing Co., Ltd.

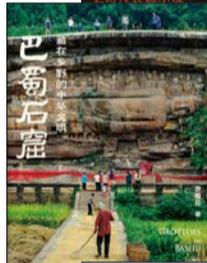
ISBN: 978-7-5594-7188-8

Contact: Yang Fan yangfan0218@foxmail.com

Jumping Carp, published in January 2023, is the latest short stories written by Hu Xuewen, a renowned writer and Lu Xun Literary Prize winner. In this book, he uses six stories to portray the complex spiritual trajectories of the ordinary people. This book graphically demonstrates the large-scale and deep-seated transmutation of the survival situation, lifestyle, morality and ethics, and value concepts of the underclass in an era of wealth domination and the omnipotence of money.



Yang Fan



Eighteen Stanzas of Liangzhou

《凉州十八拍》

Author: Ye Zhou

Publisher: Zhejiang Literature and Art Publishing House

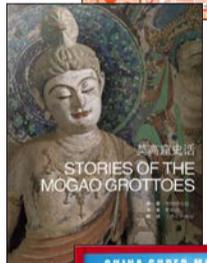
ISBN: 978-7-5339-7040-6

Contact: Tracy Tong tracytong521@163.com

This book is a long epic novel created by Lu Xun Literature Prize winner Ye Zhou. The novel is set in Liangzhou, the first county of Hexi in the first half of the 20th century. It integrates historical legends with Hexi society, and gives a lovely and credible presentation of the northwest hinterland's customs, cultural atmosphere, economy and trade, and history.



Tracy Tong



World City: History of Shanghai as an International Metropolis

《世界之城：上海国际大都市史》

Author: Wang Min

Publisher: Truth & Wisdom Press

ISBN: 978-7-5432-3378-2

Contact: Zhao Yifan rights@hibooks.cn

From Shanghai opened treaty ports in 1843 to nowadays, the city has developed into an international metropolis. This book divides the history of Shanghai into 3 stages: 1843-1949, the opening of Shanghai as a port to the establishment of modern municipality, and it was the beginning of an international metropolis; 1949-1978, transformation into a domestically-oriented industrial and commercial city and expanded urban space; 1978 to the present, the return to an international metropolis and its transcendence towards a global city with wider influence.



Zhao Yifan

Stories of the Mogao Grottoes

《莫高窟史话》(英文版)

Author: Fan Jinshi

Publisher: Phoenix Fine Arts Publishing Ltd.

ISBN: 978-7-5580-8199-6

Contact: Shi Zheng susanshe@vip.sina.com

Stories of the Mogao Grottoes is one of the books in the series *The Silk Road and Dunhuang Culture*. It mainly shows the far-reaching and profound Dunhuang culture, presenting rich historical materials related to it and the in-depth research on the Mogao and the Yulin grottoes. This allows readers to gain a fresh insight in Dunhuang culture and Dunhuang Studies through ancient religion, literature, history, music, art, and other perspectives.



Shi Zheng

Super Machine

《超级装备》

Author: Film & TV Documentary Center of China Media Group

Publisher: Publishing House of Electronics Industry Co., Ltd

ISBN: 978-7-1214-5894-1

Contact: Guo Wei guowei@phei.com.cn

Super Machine is a book of the same name with the industrial technology documentary. This book, adapted from the main contents of the documentary, delves into a detailed introduction of 18 most advanced cutting-edge machines in China. The machines involve five major themes: energy, healthcare, infrastructure, transportation, and rescue, and reveal China's awe-inspiring engineering wonders and great achievements in this field in the new era.

Witness of Ecological China—Breeding, Migratory, and Protection of A Critically Endangered Species, Siberian Cranes

《生态中国的见证者——极度濒危物种白鹤的繁衍、迁徙和保护》(DVDs)

Author: Jiangxi TV Station

Publisher: Hongxing Electronic Audio & Visual Press

ISBN: 978-7-9005-1247-5

Contact: Yang Shuhui shnnyang1342@126.com

This is the world's first panoramic documentary that records the migration and reproduction of white cranes. This film reflects the tremendous achievements of ecological civilization construction in China through depicting the increase of the population of white crane, the world's most endangered species, in China.



Yang Shuhui

An Oral History of Chinese Science in the 20th Century: Yuan Longping's Oral Autobiography

《20世纪中国科学口述史·袁隆平口述自传》

Author: Yuan Longping dictated, Xin Yeyun interviewed and organized.

Publisher: Hunan Education Publishing House

ISBN: 978-7-5539-5615-2

Contact: Qiu Yuzhang yuzhang_qiu@outlook.com

This book is an oral autobiography of Yuan Longping, a famous Chinese agricultural scientist widely known as the Father of Hybrid Rice. By recalling the little-known facts including Yuan's family background, education experience, interaction with heads of foreign states, scientific research experience, and government support for hybrid rice research, the book veritably reflects the development of Chinese society in the last hundred years, especially the hybrid rice.



Qiu Yuzhang

III. Humanities and Social Sciences

Grottoes in Bashu

《巴蜀石窟：藏在乡野的中华文明》

Author: Yuan Rongsun

Publisher: Luminaire Books

ISBN: 978-7-5452-1948-7

Contact: Xie Fan copyright@guangqipress.com

With rich contents and great photos, the book introduces grottoes in Bashu, an essential part of Chinese grottoes. Bashu, the name of a place can be traced back to the ancient Chinese state of Ba and the Kingdom of Shu. It is the region in Southwest China associated with modern Sichuan and Chongqing. Based on 16 years of exploring and photographing, the author collected 612 pictures in the book, with the illustration of long history and artistic value of the grottoes. The book tells human stories about the local residents living near the grottoes.



Xie Fan



(Continued on F24)

(Continued from F23)

Methodology of Asian History Studies: Centered on the Eastern Asian Seas in the Early Modern Time
《亚洲史的研究方法: 以近世东部亚洲海域为中心》

Author: **Ge Zhaoguang**
Publisher: **The Commercial Press**
ISBN: 978-7-1002-0945-8



Guo Chaofeng

Contact: **Guo Chaofeng** guochaofeng@cp.com.cn

This book is the lecture notes for Professor Ge Zhaoguang's course on "Research Methods in Asian or East Asian History" for doctoral students. It consists of 13 lectures in 4 units, including Possibilities for the Study of the Maritime History of Eastern Asia, European Orientalism and Japanese Orientalism, and etc.

The Shape of Ideas: Chinese Philosophy in Cultural Relics
《观念的形状: 文物里的中国哲学》

Author: **Zhang Xi**
Publisher: **SDX Joint Publishing Co., Ltd.**
ISBN: 978-7-1080-7482-9
Contact: **Tong Xing** tongx0515@126.com



Tong Xing

The book combines Chinese philosophy and historical knowledge together, and delivers the core ideas of Chinese philosophy from 72 elaborately selected pieces of cultural relics. The book elucidates the wisdom of Chinese philosophy contained in cultural relics, and reveals the thought and exploration of ancient Chinese sages to the secrets of human nature.

Beautiful Su: A Social and Cultural History of Suzhou, China
《美丽苏州: 中国苏州的社会史和文化史》

By the Hills Embraced: A Social and Cultural History of Hangzhou, China
《群山环绕: 中国杭州的社会史和文化史》

Author: **Stephen L. Koss**
Publisher: **China Books and Periodicals Ltd.**
ISBN: 978-0-8351-0250-6, 978-0-8351-0321-3
Contact: **Christopher Robyn** Chris@sinomediausa.com

A popular Chinese saying goes: Above there is Heaven, below are Suzhou and Hangzhou (上有天堂, 下有苏杭). The cultural significance of these cities has long been known and appreciated in China. Suzhou is widely considered to be a city that can hold the mantle of "paradise on Earth" with its splendid gardens. Hangzhou, a former imperial capital, was described by Marco Polo as "the greatest city which may be found in this world."

The Biography of Hangzhou
《杭州传: 住在天堂》

Author: **Wang Xufeng**
Publisher: **New Star Press Co., Ltd.**
ISBN: 978-7-5133-5182-9



Chen Wen

Contact: **Chen Wen** chen_wen@newstarpress.com

In response to the Belt and Road Initiative, the *100 Cities Along the Silk Road* series, selects about 100 important Chinese and foreign cities along the Silk Road. *The Biography of Hangzhou* is organized chronologically and systematically while tracing the formation and development of Hangzhou, and making it an invaluable comprehensive exploration of Hangzhou's culture and history.

Confucianism: History of the Chinese Confucian Schools
《儒脉: 中国儒家学派史》

Author: **Wei Li**
Publisher: **Modern Press Co., Ltd.**
ISBN: 978-7-5231-0224-4
Contact: **Ding Jie** dora.dingjie@foxmail.com



Ding Jie

This book interprets the development of Confucianism in China over thousands of years, and provides a detailed explanation of the origin, inheritance, and influence of different Confucian schools.

The Tsinghua University Warring States Bamboo Manuscripts
《清华大学藏战国竹简》

Author: **Tsinghua University Research and Conservation Center for Unearthed Texts, Edward L. Shaughnessy**

Publisher: **Tsinghua University Press**
ISBN: 978-7-3026-0187-6
Contact: **Eliza Lai** laiwq@tup.tsinghua.edu.cn



In July 2008, Tsinghua University salvaged and received into its collection a corpus of invaluable bamboo slips dating from the Warring States period, commonly referred to as the "Tsinghua manuscripts". Most of the inscriptions on the bamboo slips are texts related to the classics (Jing) and histories (Shi). Except for some texts from the *Shang Shu* or the *Exalted Scriptures* and similar classics, most of the texts are believed to be the long-lost discrete ones that have never been seen for over 2,000 years.



Eliza Lai

Revelation: The New Birth of Humanism in Cathay
《翦商》

Author: **Li Shuo**
Publisher: **Guangxi Normal University Press Group Co., Ltd.**
ISBN: 978-7-5598-5253-3
Contact: **Tao Jia** tj@bbtpress.com



Tao Jia

This book examines the entire process of the origin, prosperity, and decline of ancient human sacrificial rituals using archaeological materials and surviving literature. It also explores the significant turning point from the co-existence to the separation of human sacrifice and the early civilization of ancient China, showcasing the great efforts made by the ancient people (Zhou dynasty) to end the Shang dynasty and human sacrificial customs.

Sharp Dialogue
《尖锐对话》

Author: **Liu Xiaoming**
Publisher: **Beijing Publishing Group**
ISBN: 978-7-5300-0573-6
Contact: **Jessica Zhou** zhouhx@bphg.com.cn



Jessica Zhou

This book covers a very range of subjects from President Xi Jinping's state visit to the UK, China-UK relations, understanding China, Hong Kong SAR, Covid-19, to China-Japan relations. This book will provide foreign readers with a better understanding of a real, three-dimensional and comprehensive China.

IV. Culture, Art & STM

Biography of the Grand Canal
《大运河画传》

Author: **CPPCC Committee On Cultural, Historical Data and Studies**
Publisher: **Phoenix Science Press, Ltd.**
ISBN: 978-7-5713-2410-0
Contact: **Yang Bai** yangbai@ppm.cn



Yang Bai

Based on vivid words and beautiful pictures, the life course of the Grand Canal for 2,500 years is connected with detailed stories. The book is divided into six chapters, including the Canal State, the Canal Project, the Canal Urban and Rural Area, the Canal Context, the Canal Figures, and the Canal Future, with a total of 200,000 words and nearly 300 pictures.

Dictionary of Chinese Culture Knowledge
《中国文化知识辞典》

Author: **Xu Baofeng**
Publisher: **Phoenix Education Publishing, Ltd.**
ISBN: 978-7-5499-9099-3
Contact: **Zhao Yuhan** zhaoyuhan@ppm.cn



Zhao Yuhan

This is a dictionary of 1,411 entries covering six major aspects of ideology, social governance, literary history, art and aesthetics, human geography and artefacts science and technology. It systematically introduces key knowledge of Chinese culture for overseas sinologists and translators, and is also a concise reading book for global readers who are interested in Chinese culture.

Comic Version of Chinese History (24 vol.)
“漫画中国历史”系列

Author: **Sun Jiayu**
Publisher: **People's Fine Arts Publishing House Co., Ltd.**
ISBN: 978-7-5056-3918-8
Contact: **Jin Shan** 398091937@qq.com

Based on history books written in biographical style, these books cover 214 famous history events and the legendary stories of historical figures during the historical periods from ancient times to Qing Dynasty (1616-1912). It is also suitable for foreign readers who have interest in Chinese history and culture.

(Continued on F25)

(Continued from F24)

Exploring Artificial Intelligence (Revised Edition)
《走进人工智能》(修订版)

Author: **Wu Fei**
Publisher: **Higher Education Press**
ISBN: 978-7-0406-0448-1
Contact: **Li Fanglin** lifl1@hep.com.cn



Li Fanglin

Aiming to popularize hard science knowledge in the field of artificial intelligence (AI) to teenagers, the book has the following features: firstly, clarifies the core technologies and methods of AI; secondly, straightens out the history of and expands the horizontal scientific knowledge related to AI; thirdly, reveals the changes in social life brought by the integration of AI and other disciplines; fourthly, provides readers study suggestions, inspires their scientific enthusiasm and helps them foster a correct scientific attitude and scientific thinking.

Major Scientific and Technological Innovations in Ancient China (Part 1, 10 Volumes)
《中国古代重大科技创新(第一辑)》

Author: **Li Liang, et al.**
Publisher: **Hunan Science & Technology Press**
ISBN: 978-7-5710-0885-7, etc.
Contact: **Liu Jing** 258506461@qq.com



Liu Jing

This set of books displays precious and rare ancient scientific and technological pictures, scientific and technological relics, and popular stories, and introduces the latest technological research achievements in the history of natural science in China, especially in the fields of agriculture, metallurgy and casting, civil engineering, water conservancy, architecture, etc. From these achievements, we will marvel at the extraordinary ability of the ancients to create and comprehensively utilize advanced technologies.

Xu Bing: Thoughts & Method
《徐冰: 思想与方法》

Author: **Xu Bing**
Publisher: **Hunan Fine Arts Publishing House**
ISBN: 978-7-5356-9256-6
Contact: **Hu Leyi** huleyi44@163.com



Hu Leyi

As a renowned artist and MacArthur Award winner, Prof. Xu Bing published his first relatively comprehensive collection of Chinese works in China. This book takes the time thread as the main line to sort out Xu's creative practice in the past 40 years, showing Xu's important and influential representative works, the contextual relationship between works, and elaborates the development of the context and small experimental works.

The History of Chinese Tea
《中国人的茶事》

Author: **Dai Minghua**
Publisher: **Shanghai Insight Media Co., Ltd.**
ISBN: 978-7-5561-3069-6
Contact: **Sophie Yang** sophie.jingyi.yang@prshanghai.com

Besed on a wealth of tea books, character stories, classical poems, and tea paintings handed down from the pre-Qin Dynasty (BC 221) to the Qing Dynasty(1616-1912 AD), the author captures the highlight of Chinese tea, details the changes of tea making, drinking and tasting in the past dynasties, and deeply appreciates the art of tea, helping us not only understand the wisdom of Chinese tea drinking, but also experience the happiness and sorrow of famous or unknown people under the rise and fall of the times.

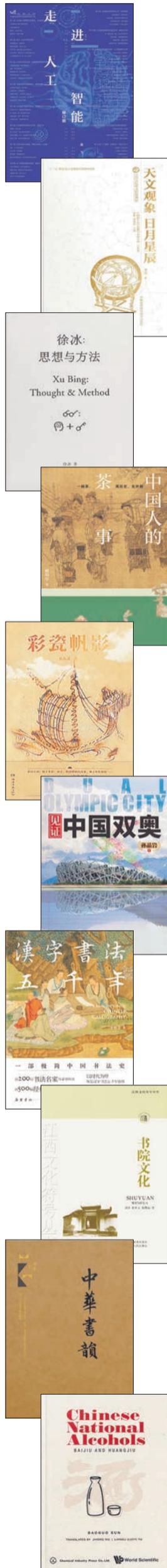
Painted Porcelain on Sail
《彩瓷帆影》

Author: **Ji Hongjian**
Publisher: **Hunan Literature & Art Publishing House**
ISBN: 978-7-5726-0875-9
Contact: **Xie Aihua** 315585386@qq.com



Xie Aihua

With various mysteries about Changsha colored porcelain, the renowned writer Ji Hongjian has explored in depth arduous and glorious course of how Tongguan Kiln integrated the techniques from the north and south of China, facilitated innovation and made breakthroughs to become the birthplace of the colorful underglaze ceramic among the world and even the china workshop of the world. He also explored the cultural and economic factors behind China's manufacturing and overseas sales, and drew a histori-



cal picture of the exchange between Chinese and Western civilizations over a thousand years ago through the "Maritime Silk Road".

Witnessing the Dual Olympic City in China
《见证中国双奥》

Author: **Sun Jingyan**
Publisher: **Research Press Co., Ltd.**
ISBN: 978-7-5199-1475-2
Contact: **Zhang Kun** 1393561545@qq.com



Zhang Kun

Having lived in Beijing for more than 50 years, the author has deep affection for this dual Olympic city. She spent eight years following the whole process of the preparation of Beijing Olympics Games, including the construction of the stadiums, the preparation of athletes, volunteer work, Olympic education, Olympic culture and so on.

A Brief History of Chinese Calligraphy
《汉字书法五千年》

Author: **Luo Shubao**
Publisher: **Yuelu Publishing House**
ISBN: 978-7-5538-1702-6
Contact: **Wu Yin** 15477993@qq.com



Wu Yin

From the origins of Chinese characters until the modern era, nearly 200 famous calligraphers and nearly 500 works of calligraphy have been selected to form this comprehensive history of Chinese calligraphy.

Jiangxi Cultural Symbols II (12 Volumes)
“江西文化符号丛书”(第二辑, 12册)

Author: **Yu Yue, Lai Gong'ou, Zeng Feilong, Yu Yinxian et al.**

Publisher: **Jiangxi People's Publishing House, Jiangxi Fine Arts Publishing House**
ISBN: 978-7-5480-9635-1, etc.
Contact: **Liao Jing** 76615839@qq.com



Liao Jing

Jiangxi is a land of precious treasures, incredible buildings, talented people, and amazing culture. With beautiful pictures and all-media display, this well-written work illustrates a profound and influential Jiangxi for both domestic and overseas readers through the most representative 12 cultural symbols, such as cuisine, tea, calligraphy, etc.

A Book of Chinese Books
《中华书韵》

Author: **Li Ying**
Publisher: **Jiangxi Science and Technology Publishing House**
ISBN: 978-7-5390-7588-4
Contact: **Luo Jiaqi** 752981314@qq.com



Luo Jiaqi

Starting from the characteristics of Chinese characters, this book traces the historical lineage of Chinese books, comparing changes in materials, introducing the evolution of production technology, and illustrating the differences in binding forms. Chinese books are not only colored covers and title pages with strong printing odour, but also magnificent in origin, various in contents, diversified in forms, exquisite in binding, and complex in craftsmanship.

Chinese National Alcohols: Baijiu and Huangjiu
《国酒》

Author: **Sun Baoguo**
Publisher: **Chemical Industry Press Co., Ltd.**
ISBN: 978-7-1223-9557-3 (English Edition)
Rights sold: **English, German**
Contact: **Wu Gang** wugang_cip@qq.com; **Lisa Liang** liangyulan_cip@163.com



Wu Gang

Chinese National Alcohols: Baijiu and Huangjiu introduces Chinese alcohols by storytelling. Combined with numerous original illustrations, it shares the knowledge of Chinese alcohols, to popularize globally the culture of "knowing, understanding and tasting the Chinese alcohol". The author, Professor Sun Baoguo (an academican of CAE), is a spice and food chemist. The Chinese edition of this book has been sold over 60,000 copies. The English edition was published in 2021, and the German one will be published in 2024.



Lisa Liang

(Continued on F26)

(Continued from F25)

Maps of Chinese Traditional Cultures
《伟大的中国传统文化空间》

Author: **Zhou Shangyi**
Publisher: **Encyclopedia of China Publishing House Co., Ltd.**

ISBN: 978-7-5202-1192-5
Contact: **Ma Lina** 48341014@qq.com

This book presents the visual items of traditional Chinese culture, such as natural landscapes, cities, villages, gardens, courtyards, temples, etc., and reveals the geographical and cultural significance behind it, such as the idea of modeling Heaven and Earth and Heaven-and-Man Combination. It deliberately selects historical materials from many ancient books, to show the origin and basis of content and the long history of traditional Chinese space culture.



Ma Lina

Collected Works of Su Shi's Calligraphy
《苏轼书法全集》

Author: **Jian Cao, Zhang Xingcheng, et al.**
Publisher: **Southwest University Press**

ISBN: 978-7-5697-1636-8
Contact: **Wei Yanzhu** 1035078665@qq.com

This book contains more than 940 pieces of Su Shi's calligraphy works collected by over 20 cultural institutions and private collectors at home and abroad. The publication of the book not only shows Su Shi's extraordinary artistic genius, vigorously promotes the research of Su Shi's calligraphy and the art history of the Song Dynasty, but also promotes the research progress in literature, history and other fields by providing rich literature.

Exploration of Native Culture of Beijing
《北京文化探微》

Author: **The Great Wall Museum of China, etc.**
Publisher: **Beijing Publishing Group**

ISBN: 978-7-5704-0898-6, etc.
Contact: **Jessica Zhou** zhouhx@bphg.com.cn

Relying on cultural self-confidence, the series tries to review and analyze the typical cultural characteristics of Beijing, reveal the historical connotation and modern implication of the Beijing culture, passes down the history and benefits the contemporary society. The series covers 15 topics, including the Great Wall, the Great Canal, the Xishan Mountain, etc.



Jessica Zhou

Chinese Culture in Iranian Miniatures
《伊朗细密画中的中国元素》

Author: **Nasrin Dastan**
Publisher: **Elephant Press**

ISBN: 978-7-5711-1411-4
Contact: **Wang Xiaoyuan** 948726974@qq.com

Who was the most important foreign country for ancient China? Strictly speaking, the answer is Persia, we called Iran today. Along the ancient Silk Road, Iranian miniatures and Chinese paintings influenced each other. Elements such as phoenix and crane in Chinese paintings can often be seen in Iranian miniatures. This is the charm of exchanges among civilizations. The book analyzes the details of mysterious oriental painting techniques hidden in ancient codices. We can see how Iranian art was influenced by China.



Wang Xiaoyuan

The Classic of Mountains and Seas: Illustrated Guide to Chinese Mythical Creatures
《山海经：中国神兽图鉴》

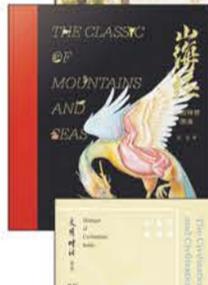
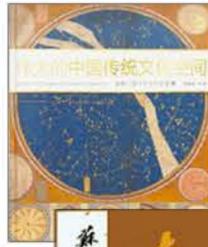
Author: **Liu Hao**
Publisher: **Zhongzhou Ancient Books Publishing House**

ISBN: 978-7-5738-0303-0
Contact: **Frances Li** francesli1211@163.com

Full-color hardcover book with AR interaction, large hand-drawn anatomical diagrams, this book deconstructs the three-dimensional fantasy world of Chinese mythical creatures, revealing their unique charm, and telling ancient and mysterious stories of Chinese mythology to young readers. This guidebook is an inheritance and innovation of the imagination of *The Classic of Mountains and Seas*. J.K. Rowling, the author of *Harry Potter*, once stated that she had sought inspiration for her creation from the ancient Chinese book *The Classic of Mountains and Seas*.



Frances Li



The Civilization of China and Civilizations for the World
《我们的文明与世界的文明》

Author: **Wu Genyou**
Publisher: **Orient Publishing Center**

ISBN: 978-7-5473-2153-9
Contact: **Shen Yiting** shenyiting0323@126.com

This awarded book, supported by the National Social Science Foundation, is one of the book series of cooperation and exchange between Wuhan University and Yale University. We hope that through the practice of "dialogue among civilizations" and by constantly summarizing the historical experience of human civilization dialogue, the dialogue among civilizations can gradually develop from the free practice state to the comprehensive and conscious spiritual phenomenon.



Shen Yiting

Design Cultural Exchange in the Tea Trade Between China and Britain in the 18th Century
《茶杯里的想象——18世纪中英茶叶贸易与设计文化交流》

Author: **Zhang Chi**
Publisher: **Shanghai People's Fine Arts Publishing House**

ISBN: 978-7-5586-2331-8
Contact: **Katrina Zhou** 2455260887@qq.com

At the early stage of the formation of the British tea culture, people in Britain were trying to imitate the Chinese way of drinking, the use of tea utensils or the arrangement of the tea space. They were passionate about drinking Chinese tea and were fascinated by those tea utensils and furniture. This process silently changed the eating habits and social behavior of the British people, which promoted the development of the industry, and even influenced the political trend of the two countries.



Katrina Zhou

The History of Chinese Contemporary Art
《中国当代艺术史2000—2019》

Author: **Lu Hong**
Publisher: **Shanghai Fine Arts Publisher**

ISBN: 978-7-5479-2844-8
Contact: **Guo Yixin** 50765359@qq.com

The book captures the profound changes and trends in the field of Chinese contemporary art from the 21st century to the present, focusing on the contemporary expression and creative transformation of traditional Chinese artistic thoughts and aesthetic values in the historical trend of re-sinicization. It discusses the new development and new path of Chinese contemporary art through fifteen chapters, and brings up a unique and new research perspective.



Guo Yixin

Secret Memories in Chinese Paintings
《画里浮生：中国画的隐秘记忆》

Author: **Jin Zhewei**
Publisher: **Shanghai Chinese Classics Publishing House**

ISBN: 978-7-5732-0231-4
Contact: **Zhu Mengdan** guji2@guji.com.cn

This is a novel title that interprets ancient Chinese painting in a different way. The author focuses on restoring the historical situation and encounters of people depicted in the paintings, and expresses the inner feelings of painters and literatus through stories. The book divides the stories into six life situations of over 100 Chinese paintings. Through this book, readers can understand not only the details of Chinese paintings, but also the inner feelings and passions of Tang Xuanzong, Han Xizai, Wang Wei, Su Dongpo and other literatus in the context of history.



Zhu Mengdan

An Architectural Study of the Forbidden City
《故宫建筑细探》

Author: **Zhou Qian**
Publisher: **Horizon Media Co., Ltd.**

ISBN: 978-7-2081-7915-8
Contact: **Jiang Qianrui** jiangqianrui@horizonbooks.cn

In this beautifully illustrated book, the author vividly introduces the construction process of many important architectures in the Forbidden City by his solid professional knowledge and detailed study of literature. He also elaborately disassembled and analyzed the structures and layouts of many famous ancient architectures, exploring the history and culture behind these bricks and stones. 235 high-definition color pictures served in this book, which fully presents the exquisiteness and beauty of the Forbidden City.



Jiang Qianrui

(Continued on F27)

(Continued from F26)

V. Children's

Thump! Thump! Thump! 《噹噹噹》

Author: **Yu Yi, Wang Zumin**
Publisher: **21st Century Publishing Group**
ISBN: 978-7-5568-6787-5
Contact: **He Fan** hefan@21cccc.com



He Fan

Duck wants to tell his new neighbor, the hen, to stop knocking the wall. But he worries that the hen will take it as she is not welcomed by him. So he asks the cat who is more acquainted with the hen to tell her. However, it seems like everyone has their own concerns. The cat finds the goose for help, the goose finds the frog... In the end, the mission passes to the sheep. The sheep is confused, as she was just told by the hen to ask the duck to stop knocking the wall. Who is making the noise?

Blazing City 1938 《火城1938》

Author: **Cai Gao, Xiao Aozi**
Publisher: **Hunan Juvenile & Children's Publishing House**
ISBN: 978-7-5562-7146-7
Contact: **Kang Qinxin** 731893366@qq.com



Kang Qinxin

This is a picture book in the form of pencil sketches created by two artists. Through the eyes of a little girl, it depicts Changsha City in 1938 while it was experiencing the effects of the Second World War. The little girl "sees" the prosperity of Changsha before the fire, and "witnesses" the dreariness of the ancient city after the fire, as well as the tenacity and the hope of life blooming in the pale undertone.

The Bears of Oroqen 《鄂伦春的熊》

Author: **Gerelchimeg Blackcrane**
Illustrator: **Jiu'er**
Publisher: **Jieli Publishing House Co., Ltd.**
ISBN: 978-7-5448-7613-1
Contact: **Angel Yan** angel.jieli@foxmail.com



Angel Yan

A mother bear and the cubs were sleeping on an abandoned mattress. After their leaving, an old man and his grand daughter ignited the mattress... This book narrates in context of Oroqen Culture, an ethnic group living in the forest of northern China, and conducts an in-depth discussion on how the modern civilization causes harm and damage to ecological balance.

The Baby Asian Elephant Named Mengbao 《勐宝小象》

Author: **Xiang Nyu**
Publisher: **Fujian Children's Publishing House**
ISBN: 978-7-5395-7751-7
Contact: **Wu Juan** 945960473@qq.com



Wu Juan

It tells a story about a herd of Asian elephants living in the Mengbala Rainforest. One day, the herd of Asian elephant disappeared suddenly! This book will lead you to the mysterious tropical rainforest, and uncover the secret why the herd of Asian elephants lives harmoniously with local residents.

The Most Beautiful Gusu Fairy Tales (5 volumes) “姑苏童话绘本”系列(5册)

Author: **Su Mei** Illustrator: **Zhang Ruiling**
Publisher: **Soochow University Press Co., Ltd.**
Contact: **Zhao Wenzhao** zhaowenzhao@suda.edu.cn



Zhao Wenzhao

Suzhou is a renowned city in southeast China with a rich history and culture. This five-volume mini-series brings the city to life through colorfully illustrated fairy tales. These are ideal for children who wish to learn more about certain aspects of China's vast and diverse culture.

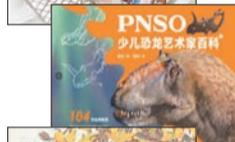
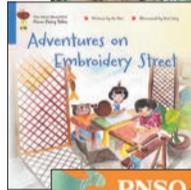
PNSO Encyclopedia for Young Paleartists “PNSO少儿恐龙艺术家百科”系列

Author: **Yang Yang** Illustrator: **Zhao Chuang**
Publisher: **Dolphin Books**
ISBN: 978-7-5110-6534-6, etc.
Contact: **Zhou Xiaomei** zhouxiaomen@vip.dolphin-books.cn



Zhou Xiaomei

Written for children aged 6-12, the books provide a new approach for children to learn about scientific method. By learning to draw di-



nosaurus, children will notice the features and details of different parts of a dinosaur's body, learn about the characteristics and functions of the body parts and understand the reasoning behind the appearance.

Persimmons of Good Fortune 《柿柿如意》

Author: **Uncle Peach** Illustrator: **Fei Jingmiao**
Publisher: **Modern Education Press** (October 2023)
Contact: **Vivian Zhang** 1569119637@qq.com



Vivian Zhang

Every autumn at "Shizi An (or Persimmon Temple)", a small temple hidden in the deep mountains, the persimmon trees in the courtyard are full of red fruit like lanterns, tempting everyone to pick them. The author and the illustrator have teamed up to create this delightful world that will make you feel the warmth of human nature and the joy of harvest with all living things.

The Lost Child 《迷路的小孩》

Author: **Jin Bo** Illustrator: **Yu Rong**
ISBN: 978-7-5016-1693-0
Publisher: **Daylight Publishing House** (April 2021)
Contact: **Wang He** whdaylight@126.com



Wang He

Pretending to be lost, the girl set out on a journey alone to explore the amazing world. Surrounded by countless care and love along the journey, she finally came to know that she was such a happy and lucky child. The modern visual language combining paper cuts and drawing and the unique structure of characters are drawn upon to perfectly present the story, playing a trio for literature, art and characters.

Talk to Teenagers about Lu Xun 《这样的鲁迅》

Author: **Yan Jiming**
Publisher: **Beijing Publishing Group**
ISBN: 978-7-5301-6220-0
Contact: **Jessica Zhou** zhouhx@bphg.com.cn



Jessica Zhou

The interpretation of Lu Xun and his works is a popular summary and refinement of his research results. Following in the footsteps of Lu Xun in Shaoxing, Nanjing, Sendai, Beijing, Xiamen, Guangzhou, Shanghai and other cities, the book presents a warm and profound image of him through rich and vivid stories.

The Little Beast 《邀人跳舞的小兽》

Author: **Xue Tao, Igor Oleynikov**
Publisher: **Petrel Publishing House**
ISBN: 978-7-5350-8368-5
Contact: **Wen Huijuan** 2454101054@qq.com



Wen Huijuan

A little beast walked into the village and invited people to dance with it. After rejections, it met Tianbao, a boy who had lost his parents. They all were disliked by the villagers. Finally, Tianbao and the little beast walked into the forest together, and the dramatic ending brought warmth and thought to the readers. This story praises the childlike innocence, guiding children to be tolerant to things different.

The Children in Saihan Dam 《塞罕坝的孩子》

Author: **Zhang Xiuchao, Sui Mingzhao**
Publisher: **Juvenile & Children's Publishing House**
ISBN: 978-7-5589-1493-5
Contact: **Catherine Wang** wangcatherine901@jcp.com



Catherine Wang

A pair of mothers and daughters who grew up on the Saihan Dam decided to write a book together, telling the stories of the tree-planters, the flora and fauna on the great mountain of Saihan Dam, the hard but happy days of their childhood, and the beautiful and joyful life on the dam today.

Little Loong! Dig Dig Dig 《小龙小龙, 挖挖挖!》

Author: & Illustrator: **Wang Zumin**
Publisher: **Phoenix Juvenile and Children's Publishing, Ltd.**
ISBN: 978-7-5584-3100-5
Contact: **Shang Yuqi** ciccy.shang@qq.com



Shang Yuqi

The story takes place in the Great Heat of the Chinese lunar calendar. In a very hot summer, a little loong decides to find and excavate precious water for animals. In addition to the interesting animal figures, there is also the sun that expresses the passage of time, moving from the left side of the picture to the right side, which shows the concept of time to children vividly.