

From Preface J, “Culture through Carriers”:

It would be meaningful and interesting to focus on [the] various “carriers” [of culture] because [they] are able to present culture in a colorful and [three-dimensional] way. ... [Writing in abstract terms about abstract things] like perceptions, attitudes, values, belief systems are as dry as swallowing matcha powder without water. Adding water and mixing them with a tea whisk, matcha will be smooth enough for drinking and smells refreshing. It would be hard for readers, especially outsiders who have difficulty understanding specific and traditional philosophy in China, to keep struggling knowing more about those ideas. However, when culture is presented and carried by **interesting activities** and **tangible objects**, the reading process would be much easier for outsiders, namely, the readers.

From Preface I, “The Coded Message”:

When I say “coded message,” I mean a particular way of life and unique style of things, based on shared norms. Our shared norms lead to “the collective programming of the mind” (Hofstede 1991). Therefore, in this case, people who don’t have the sense of such norms, or not live in such society, have difficulty understanding these “message[s].” The “code” to understand is actually the standard of how we perceive the idea, how we act in certain occasions and the values we all believe [in]. [...]

What we are going to display in this book is a picture of different aspects of life. As we are talking about Chinese culture, it covers the “codes” of our habits, ideas, experiences, beliefs and so on, which may help you change the old-fashioned ideas about Chinese culture and have fun in learning the interesting phenomena in China in recent day[s].

From Preface F, “Inherited and Newborn”:

Based on this definition of culture, three main aspects will show in *My Country and My People, 2019 edition*: inheritance, embodiment and emergence of new culture. The first aspect is the inheritance of a culture with a long history. That is to say, a culture that still plays an important role today such as pay a New Year call to relatives during the Spring Festival, the influence of Confucian culture on Chinese’s people behavior towards others etc. The second aspect is the embodiment of culture in modern life. For example, in ancient times, there were strict rules about wearing jade, some of which had to be bestowed by the emperor, some used to indicate rank and status, some used for decoration and so on. While nowadays, there are no longer so many strict rules about wearing jade, and most people wear it as they like. This reflects the different ways in which culture is expressed in modern life. The third aspect is the rapid emergence and acceptance of a new culture such as receiving red envelope through WeChat.