**How to encourage creativity in China**

Directions：Listen to the talk and then answer the following questions:

1. What change have authorities in China promised to make as far as the education system is concerned?
2. What does Yu Minhong think of primary school education in China? According to Yu, what do the current exams foster?
3. What jobs are under the least threat from robots and computerization as indicated by a 2013 Oxford study on the future of employment?
4. What did American advertising art Director Tim Paradise’s parents suggest that he study when he started getting into the creative world? Why?
5. Do Chinese students have any opportunities to profit in the creative industry, according to Tim Paradise?

**Script:**

Anchor:   
Reforming China's education system from the university level down to primary schools to include more creativity and innovation may seem far-fetched（牵强的）. But authorities are already making moves to promote innovation for the coming school years. Convincing Chinese parents that an education with creativity can lead to success is the key according to Beijing residents who make a living in the creative industry.  
Byron Tseng has more.  
Reporter:  
Authorities in China have already promised changes to the education system to encourage students to embrace creativity.   
In May, the State Council announced a five year plan to establish innovation and business starting education systems in college to improve the ability of graduates to start businesses.   
Earlier Yu Minhong, a member of the National Committee of the Chinese People's Political Consultative Conference called for education reform to promote mass innovation. He criticized primary schools for being too rigid and killing creativity. He added that the current exams only fostered memorization. Yu has suggested that primary schools add courses to stir students’ inspiration and imagination.   
One organization that is already partnering with schools to provide such classes is Creatica. Creatica is a company that brings creativity and exploration into Chinese classrooms. They have partnered with schools in Beijing, Shanghai and Guangzhou to teach children under 15 to use 3D printers to code computers and everything in between.  
Natalie Lo, Co-founder of Creatica Lab, understands that Chinese students have been lagging behind their Western peers in being creative. Which is somewhat a result of their environment.  
(Soundbyte 1: Lo, English)   
" It's a result of the system, so the students in the west who have had the privilege, to go through four years of schooling, to be trained every single day to think outside of the box, of course they are ahead of the curve when it comes to creativity."  
Although Natalie agrees that Chinese students have many positive attributes like discipline and dedication. There is still much to be done to encourage the education system to place greater emphasis on creativity.   
A 2013 Oxford study on the future of employment suggests that jobs requiring perception and creativity were under the least threat from robots and computerization. However, a Shanghai Statistics Bureau survey last year found that science and engineering remained the most popular majors in Chinese universities due to the higher likelihood of finding jobs after graduation.   
While Chinese parents have been encouraging their children to pursue jobs that provide technical skills, American advertising art Director, Tim Paradise, has been working in Asia for five years and can understand the hesitation parents face with their children pursuing a creative career, especially having grown up in an Asian American family himself.   
(Soundbyte 2: Paradise, English)  
"When I started getting into the creative world, like this creative industry, it was very challenging, because my parents actually were like, wow, It is something you can't do, You can't make any money in this, studying engineering, or I.T. or medicine, that is going to guarantee you a job, and a certain salary. So going on to the creative route, a lot of people think you can't make any money. "  
Tim later explains that Chinese students have plenty of opportunities to profit in the creative industry.  
In 2014, China began to reform the 'gaokao' system to include more latitude in students selecting electives like physics, chemistry, biology, politics, history and geography. By 2017, the reform will take effect in all high schools in China. The reform represents progress towards the rigid 'gaokao'. Yet there is still room to include more creative subjects in the future.  
Back anchor: That was Byron Tseng. I do agree with the saying that interest is the mother of success. Perhaps it's also accurate to say that interest is the mother of creativity. And by the way, if we are interested in what we do we will feel happy and fulfilled. In this sense, life is beautiful. Don't all parents want their kids to have a beautiful life!

Answers for reference:

1. What change have authorities in China promised to make as far as the education system is concerned?

Authorities in China have promised to encourage students from the university level down to primary schools to embrace creativity.

1. What does Yu Minhong think of primary school education in China? According to Yu, what do the current exams foster?

Yu Minhong thinks the primary school education is too rigid and killing creativity. He believes the current exams only foster memorization.

1. What jobs are under the least threat from robots and computerization as indicated by a 2013 Oxford study on the future of employment?

Jobs that require perception and creativity.

1. What did American advertising art Director Tim Paradise’s parents suggest that he study when he started getting into the creative world? Why?

They suggested that he study engineering, I.T. or medicine. Because the study of those majors would guarantee him a job, and a certain salary.

1. Do Chinese students have any opportunities to profit in the creative industry, according to Tim Paradise?

Definitely. There are tons of industries such as media, film, advertising companies right now who need creative professionals.