



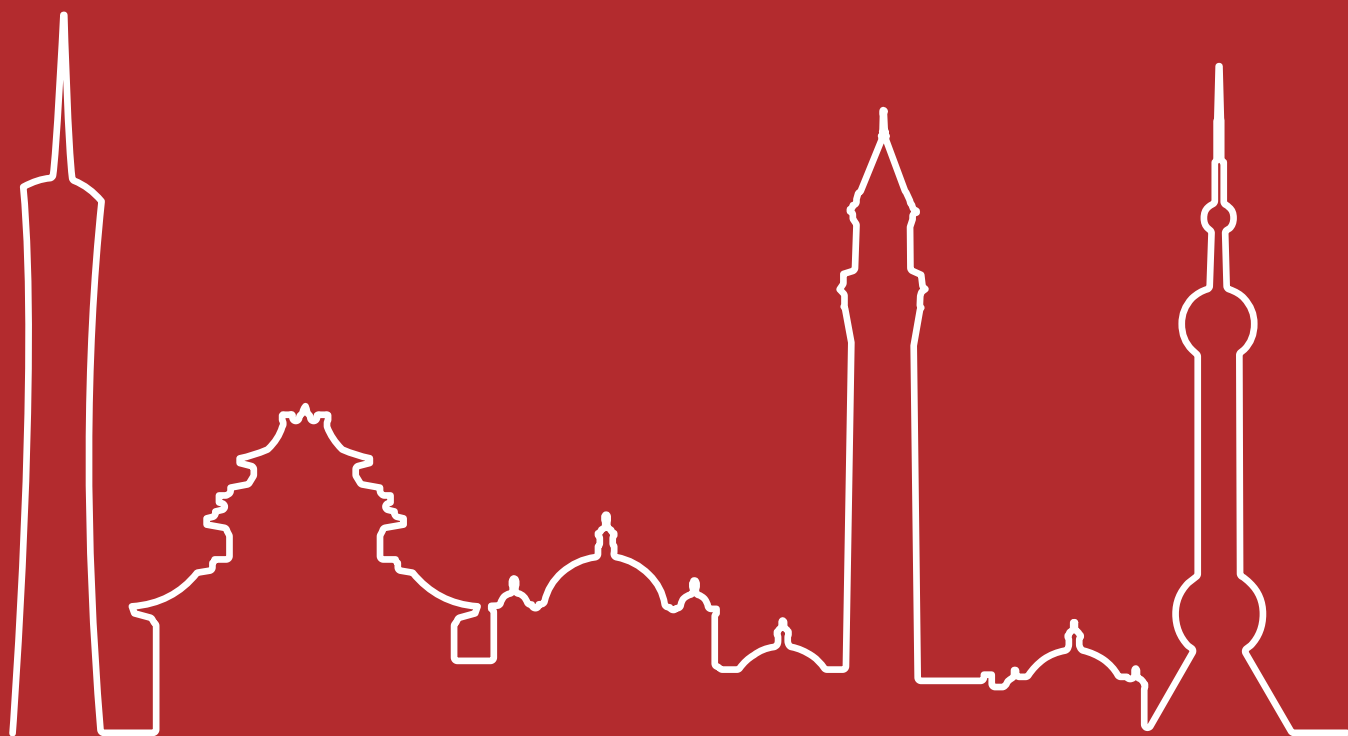
UNIVERSITY OF  
BIRMINGHAM

CHINA INSTITUTE

# UNIVERSITY OF BIRMINGHAM CHINA INSTITUTE ANNUAL REPORT 2020

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## 伯明翰大学中国学院 2020年度报告



# WELCOME 欢迎辞

On behalf of the University of Birmingham China Institute, I am delighted to introduce our annual report, which covers the calendar year 2020.

我谨此代表伯明翰大学中国学院向大家介绍我们2020年度工作报告。

Our interactions with China this year have, understandably, been heavily influenced by the COVID-19 global pandemic, which has severely curtailed travel and direct contact, necessitating new ways of working. Nevertheless, the China Institute has remained a central hub for Chinese interests at the University of Birmingham, bringing structure to the many interactions that our diverse university community has with China, encouraging new interactions, facilitating communication and engagement, and managing our broad portfolio so as to maximise the benefits to all of our stakeholders.

今年，新冠疫情全球肆虐，我们与中国的交流也因此遭受了严重影响。疫情严重限制了出行与直接交流，因此我们必需采用新的工作方式。然而，中国学院仍是伯明翰大学在中国发展的中心枢纽，它构建了我们多元化的大学社区与中国之间的各种互动活动，鼓励新的交流，促进沟通与合作，管理广泛的合作项目，从而最大程度实现所有合作方的利益。

Our strategy has always been to establish partnerships that develop mutual trust and appreciation, and that help to provide sustainable and resilient collaboration, especially in difficult times, which this current year has, of course, exemplified. We already have many longstanding partnerships that we have sought to consolidate over the last year, including with regional governments, higher education institutions and businesses, in fields such as health, transport, engineering, energy and the environment. We have also sought to forge ahead with new ventures, particularly with the aim to involve disciplines that previously have limited involvement with China from an educational articulation or entry agreement perspective, such as modern languages and hydrogeology.

一直以来，我们的战略是建立相互信任理解。这有助于实现可持续和有生命力的合作伙伴关系，尤其是在像今年这样的困难时期。在过去的一年里，我们努力巩固已有的众多长期合作伙伴关系，包括在医疗、交通、工程、能源和环境等领域与地方政府、高等教育机构和企业的关系。同时，我们力求开拓新的合作项目，特别是从教育合作的角度出发，让那些以前很少或完全没有与中国合作过的学科参与进来，如现代语言和水文地质学等。

Demonstrating the value of partnership and the China Institute presence in Guangzhou, the University has been able to maintain good communication and push forwards with many plans and new initiatives. In education, our joint institute with Jinan University in Guangzhou typifies how we have been able to adapt our teaching through online delivery and assessment, while promotion of degree programmes to prospective students has been highly effective through online platforms. On our Edgbaston campus, we have adapted our education provision to allow students to study safely, delivering bimodal teaching to allow students access to a mixture of online and socially distanced in-person teaching, and also allowing for the provision of the entirety of semester one online, to allow students to remain in their home country whilst undertaking their studies.

通过伙伴关系彰显的价值和中国学院在广州的影响力，伯明翰大学与各方保持良好沟通并推进众多计划和新举措。在教育方面，位于广州的暨南大学-伯明翰大学联合学院展示了我们通过线上授课和评估来调整教学模式的典型例子。同时，我们通过线上平台向意向学生推广学位课程的方式也非常有效。在英国的埃德巴斯顿校区，我们对教学进行了调整，使学生能够安全地学习；我们开展双模式教学，使学生能参与在线学习并在保持社交距离下进行面对面学习；此外，我们还提供了整个第一学期的线上课程，使学生能在自己的祖国继续学业。

Although research exchange has looked very different from previous years, much has still been possible between collaborating partner laboratories, and discussion of results and future plans have continued through online workshops and seminars. Later in the report, a selection of case studies will be provided, outlining the way we have continued to collaborate across both education and research.

与往年相比，尽管今年的研究交流工作看起来大不相同，但是合作实验室之间许多合作仍在进行，并通过线上工作坊和研讨会继续讨论研究成果和未来计划。本年报的后续章节精选部分案例分析，概述我们如何在教育领域和研究领域继续开展合作。



Other highlights in 2020 included our annual Chinese New Year concert held in January, featuring an exciting musical fusion of East meets West organised and led by world-class pianist Di Xiao, and featuring the winner of Chinese X-Factor, Mary-Jess Leaverland. Also, in November, we were delighted to stream our annual Li Siguang Lecture, which this year was delivered by Kevin Sui, Controller of China Hour UK, and entitled: 'China-UK: Cultural Understanding Beyond Language'.

2020年的重点活动还包括在1月举办的年度中国新年音乐会，音乐会展示了东西方音乐的奇妙融合，由世界级钢琴家肖荻 (Di Xiao) 组织和主持，并由中国X-Factor《明星唱翻天》节目冠军玛丽·杰斯·利夫兰德 (Mary-Jess Leaverland, 中文名李美洁) 表演。11月，我们直播了本年度“李四光讲堂”活动。今年的讲堂由英国《中国时间》(China Hour) 负责人隋松岩 (Kevin Sui) 先生开讲，主题为：‘中英：语言之外的文化理解’。

Although the last year has been incredibly challenging for all, I believe we can be proud that those working with China, as well as the teams that support our stakeholders, have enabled the University of Birmingham to maintain productive interactions with our partners, and in some cases to grow activity. As a consequence of keeping the momentum going, we will be in a strong position to make our links with China even more productive in 2021.

尽管过去一年对所有人而言都是非常艰巨的挑战，但我认为，我们应当为那些与中国并肩合作、为合作方提供支持的个人和团队感到自豪。正是他们，使伯明翰大学与合作伙伴保持了富有成效的交流，甚至还丰富了合作内容。正是因为保持了这样的势头，我们有望在2021年与中国的合作更上一层楼。

**Professor Jon Frampton**, Director of the China Institute, Deputy Pro-Vice-Chancellor (China)

英国伯明翰大学执行副校长（中国区事务）、伯明翰大学中国学院主任 乔恩·弗兰普顿 (Jon Frampton) 教授

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# 2020 YEAR IN REVIEW

## 2020年回顾

1,274 

**Twitter followers**

(as of 17 December 2020)

24,187 

**Weibo followers**

(as of 14 December 2020)

16,492 

**WeChat followers**

(as of 14 December 2020)

>4,000 

**visitors/viewers for  
China Institute events**  
(live and virtual)

85 billion potential views 

**International media reach**

(as of 17 December 2020, based on all mentions  
of University of Birmingham in Chinese online and print outlets)

£826 million

**Advertising Value  
Equivalent (AVE)**

(as of 17 December 2020,  
based on all mentions of  
University of Birmingham in  
Chinese online and print  
outlets)

8,797 

**international  
media publications**

(as of 17 December 2020,  
based on all mentions of  
University of Birmingham in  
Chinese online and print  
outlets)

802 

**joint publications  
between the University of  
Birmingham and Chinese  
institutions in 2020 – an  
increase of 13.9% on 2019**  
(as of 17 December 2020)

4,694 

**Chinese students studying at  
the University of Birmingham**  
(as of 18 December 2020)

£2.1 million

**External research income**  
(as of 10 December 2020)

2 

**major events**

1,274 

推特 (Twitter) 关注人数为  
[截至2020年12月17日]

24,187 

微博关注人数为  
[截至2020年12月14日]

16,492 

微信公众号关注人数为  
[截至2020年12月14日]

超过4,000 

人 (直播和虚拟) 访问和  
观看中国学院举办的活动

潜在观看次数为850亿次 

国际媒体的影响力  
[截至2020年12月17日，基于中国网络媒体和纸媒对伯明翰大学的所有提及]

8.26 亿英镑

广告价值当量 (AVE)  
[截至2020年12月17日，基  
于中国网络媒体和纸媒对  
伯明翰大学的所有提及]

8,797 

国际媒体刊物  
[截至2020年12月17日，基  
于中国网络媒体和纸媒对  
伯明翰大学的所有提及]

802 文章 

2020年伯明翰大学与中  
国机构联合发表了802篇  
文章，比2019年增长了  
13.9% [截至2020年12月  
17日]

4,694 

伯明翰大学的中国留学生  
数量  
[截至2020年12月18日]

210 万英镑

外部科研收入  
[截至2020年12月10日]

2 

两个重大活动

# SUPPORT FROM CHINESE PARTNERS DURING THE PANDEMIC

## 疫情期间中方伙伴的支持

It is not an understatement to say that the challenges posed by COVID-19 have changed the world, however, the strength of our partnerships is never demonstrated more clearly than through the solidarity shown during these difficult times.

毫不夸张地说，新冠疫情所带来的挑战已经改变了世界，但正是这样的困难时期，我们与合作伙伴团结一致的力量得到了最明显地证明。

Through our connections in China, we were able to facilitate the provision of vital personal protective equipment (PPE) to local medical services in the West Midlands. In April, eight Chinese partner institutions joined forces with the University to send PPE to healthcare staff in the local area. Partners pledged over 105,000 items of protective clothing – including masks, gloves, coveralls and goggles – for use by doctors and nurses at Queen Elizabeth Hospital, Birmingham and other local medical services. Among the incoming equipment were 4,800 face masks destined for Selly Oak Community Response to COVID-19 and GPs in the Selly Oak/Edgbaston area.

通过我们在中国的联系，我们为西米德兰兹郡当地的医疗服务机构提供了重要的个人防护设备（PPE）。今年4月，8家中方合作机构与伯明翰大学合作，将个人防护设备送到英国当地医护人员的手里。我们的合作机构为伊丽莎白女王医院、伯明翰和其他英国当地医疗服务机构的医生和护士提供超过10.5万套个人防护用品，包括口罩、手套、工作服和护目镜。在收到的防护设备中，有4800只口罩专供塞利奥克社区的抗疫和塞利奥克/埃德巴斯頓地区的全科医生（GPs）所用。

Given the strength of our Medical School, the University of Birmingham played an important role in fighting the virus, supporting both the central government and individuals through its research and facilities. The University Hospitals Birmingham group has been treating very large numbers of patients, while researchers in the University's College of Medical and Dental Sciences have been heavily involved in expanding the virus screening capability for Public Health England – working day and night to find ways to combat COVID-19.



凭借我们医学院的实力，伯明翰大学为英国政府和个人提供了科研和设施方面的支持，在抗击新冠疫情的战役中发挥了重要作用。疫情爆发以来，伯明翰大学医院已收治大量新冠患者；医学和牙科科学学院的研究人员在夜以继日地寻找对抗病毒的方法，协助英国公共卫生部门加强病毒检测能力。

The Student Guild of the University also organised volunteer groups to help the community in need. Under current circumstances, the donations of PPE materials and the support from our partner institutions were massively important.

伯明翰大学的学生会还组织了志愿者团体为社区提供帮助。在当时的情况下，个人防护设备（PPE）材料等的捐赠和来自合作伙伴机构的支持尤其重要。



Thank you to all of our partners and stakeholders who contributed to this effort, in particular:

- Guangzhou Municipal Government
- Sun Yat-sen University First Affiliated Hospital
- Huazhong University of Science and Technology
- China Railway and Rolling Stock Corporation
- Bioscience College of Nankai University
- Nanjing University of Aeronautics and Astronautics
- East China University of Science and Technology
- Southeast University
- Guangzhou Women and Children's Medical Center
- International Ecological Economy Promotion Association

谨此鸣谢所有为此作出贡献的合作伙伴和相关机构，尤其是：

- 广州市政府
- 中山大学附属第一医院
- 华中科技大学
- 中国铁路股份有限公司
- 南开大学生命科学学院
- 南京航空航天大学
- 华东理工大学
- 东南大学
- 广州妇女儿童医疗中心
- 国际生态经济协会

# CASE STUDIES

## 案例



### PARTNERSHIP WITH THE NANJING MUNICIPAL GOVERNMENT

#### 与南京市政府的合作

The significance of the link between the University and the Nanjing Municipal Government, which was formalised through a Memorandum of Understanding signed in 2018, continues to be well illustrated in 2021 through their support of a new joint institute with SEU dedicated to the application of data science, AI, imaging and education research in the study of brain health. Birmingham academics will play a leading role in the institute by advising on the strategic direction and delivering innovative research. The importance that the city government places upon the partnership with the University of Birmingham has also been reflected by the recent appointment of Professor Frampton as their 'Talent Ambassador' for Nanjing in the UK.

2018年，伯明翰大学与南京市政府签署合作谅解备忘录，正式确定合作关系。在2021年，在南京市政府的支持下，伯明翰大学与东南大学联合成立了一家新型研发机构，专门从事数据科学、人工智能、影像，和教学方法在大脑健康研究中的应用，从而更好地诠释了这一合作关系的重要意义。伯明翰大学的学者将在研发机构发挥关键作用，包括在战略方向提出建议，开展创新研究。同时，弗兰普顿教授被任命为“南京海外形象大使”，体现了南京市政府对这段合作关系的重视。

### SUSTECH

#### 南方科技大学



Since 2016, the University of Birmingham has had an agreement with the Southern University of Science and Technology (SUSTech) in Shenzhen to offer split-site PhDs. Students are supervised by academics at both institutions and to date, over 40 students have joined us via this partnership. In October this year, we signed a new agreement that will provide funding for up to 15 PhD students per year across a range of disciplines.

自2016年以来，伯明翰大学与深圳的南方科技大学 (SUSTech) 达成协议，开展博士联合培养项目，由双方的老师共同指导学生。迄今为止，已有40多名学生通过这一合作项目入读伯明翰大学。今年10月，我们签署了一项新协议，每年将为多达15名不同学科的博士生提供资助。

Ranxi Duan studied under this scheme on a project on 3D printing of advanced titanium alloys for medical implant applications, leading to a publication in *Additive Manufacturing* (a leading journal in this field). Ranxi writes:

**The amazing thing about the partnership is the combination of advantages from both universities. I can learn lots about 3D printing and X-ray synchrotron technologies from my supervisors at Birmingham (Professor Moataz Attallah and Dr Biao Cai), and access advanced characterisation facilities at SUSTech. Professor Attallah also provided many opportunities to present our work to other researchers in conferences held in the UK and USA. My supervisors collaborated closely, which is really important to my PhD project.**

Ranxi Duan加入了这一培养计划，开展了用于医疗植入物的高级钛合金3D打印研究项目，并在《增材制造》（该领域的权威期刊）上发表了论文。Ranxi Duan写道：

**这段合作伙伴关系的奇妙之处在于两所大学的优势得以结合。我可以从伯明翰大学的导师（莫阿塔兹·阿塔拉 (Moataz Attallah) 教授和蔡彪博士）那里学到很多有关3D打印和X射线同步加速器技术的知识，同时又可以使用的南方科技大学的高级表征设备。阿塔拉教授还为我们提供了很多机会，在欧美的会议上向其他研究者介绍我们的工作。我的导师们紧密合作，这对我的博士项目而言非常重要。**



## NEW ENGAGEMENT WITH TSINGHUA SHENZHEN INTERNATIONAL GRADUATE SCHOOL (TSIGS) DURING THE COVID-19 PANDEMIC

### 新冠疫情期间与清华大学深圳国际研究生院 (TSIGS) 的新合作

**Professor Zhibing Zhang FREng Co-Director of the China Institute**  
 张志兵教授 英国皇家工程院院士 中国科学院联席院长

Professor Zhibing Zhang, FREng, Co-Director of the China Institute, provides an overview of our new engagement with TSIGS. In November, a virtual workshop on Biomedical and Engineering Health Engineering was jointly held by the University of Birmingham and TSIGS, after several months' preparation. The workshop was officially opened by Professor Hong Gao, Executive Dean and Provost of TSIGS and Professor Jon Frampton, our Deputy Pro-Vice-Chancellor (China) and Director of the China Institute.

英国皇家工程院院士及中国科学院联席院长张志兵教授介绍了我们与清华大学深圳国际研究生院 (TSIGS) 的新合作。经过数月的筹备，伯明翰大学和清华大学深圳国际研究生院于11月联合举办了一次有关生物医学工程和健康工程的线上研讨会。清华大学深圳国际研究生院执行院长兼教务长高虹教授和伯明翰大学执行副校长（中国区事务）兼中国科学院主任乔恩·弗兰普顿教授致开幕辞。

One hundred and ten people attended this workshop. Five academic staff from the Healthcare Technologies Institute (HTI) of the University of Birmingham and five from the Institute of Biopharmaceutical and Health Engineering (iBHE) of TSIGS presented their research work, covering a wide range of topics, including biotechnologies for health and biopharmaceutical engineering, biomedical optics imaging and sensing, stem cells in skin repair, scar reduction therapies, enzyme re-engineering, regenerative medicine

and cell therapy, micro-tissue engineering for personalised medicine, functional materials, mechanisms and platforms to translate medical technology. The presentations were of high quality and well received.

共有110人参加了本次研讨会。来自伯明翰大学医疗技术研究院 (HTI) 的五位学者和来自清华大学深圳国际研究生院生物制药与健康工程研究所 (iBHE) 的五位学者分别介绍了他们的研究工作，涵盖了一系列广泛的主题，包括用于健康和生物制药工程的生物技术、生物医学光学成像和传感、皮肤干细胞修复、疤痕减少疗法、酶再造、再生医学和细胞疗法、个性化医学的微组织工程、功能材料、转化医学技术的机制和平台。这些高品质的内容广受参会者好评。

A lot of synergy in research and technology translation between the two institutions was identified. Towards the end of the workshop, participants from the two institutions expressed their enthusiasm and willingness to collaborate in several areas, including specific scientific research projects, joint application for research funding, technology translation, and joint supervision of PhD students, which has laid a very solid foundation for future extensive collaborations.

双方在研究和技术转化方面也确定了许多协同合作的机会。研讨会即将结束之际，双方的参会人员表达了他们在多个领域开展合作的热情和意愿，包括具体的科研项目、联合申请研究经费、技术转化以及对联合博士生培养等，为未来的广泛合作奠定了坚实的基础。



UNIVERSITY OF BIRMINGHAM AND TSIGS  
 伯明翰大学和清华大学深圳国际研究生院

# CASE STUDIES

## 案例

### BIRMINGHAM ENERGY INSTITUTE UPDATE 伯明翰能源研究所近况

**Professor Yulong Ding, Director of the Birmingham Centre for Energy Storage** 丁玉龙教授，伯明翰储能研究中心主任

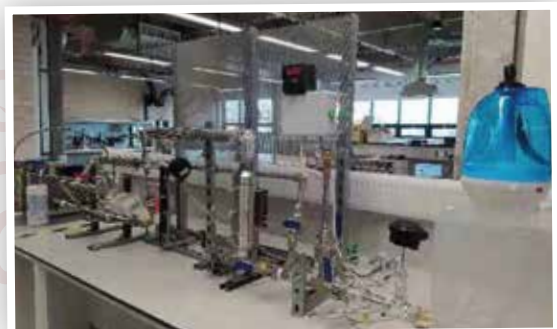
Professor Yulong Ding, Director of the Birmingham Centre for Energy Storage, reports that five new projects have been developed with China during 2020 as follows:

- Global Energy Interconnection Research Institute EU of State Grid Corporation of China (started September 2020) – project on thermal energy storage for electric vehicles, direct funding at Birmingham
- Beijing District Heating Group – project on thermochemical storage for district heating applications, via joint University of Birmingham–University of Science and Technology Beijing Centre for Energy and Environmental Research and Education.
- Jiangsu Province Frontier Research – project on next generation thermal energy conversion and storage, via joint University of Birmingham–Nanjing University of Aeronautics and Astronautics research team for Energy and Power Research, involving Southeast University, Nanjing University and Nanjing University of Science and Technology
- Jiangsu Industrial Technology Research Institute (JITRI) – feasibility study on liquid air energy storage-based combined heating, hot water, cooling and power systems, via University of Birmingham–JITRI and JITRI–Jinhe Energy collaborative platforms, involving Jiangsu Ligang Electric Power Co Ltd
- Jiangsu Industrial Technology Research Institute (JITRI) – feasibility study on thermal energy storage-based telecommunication base station/data centre cooling technologies, via University of Birmingham–JITRI and JITRI–Jinhe Energy collaborative platforms



伯明翰储能研究中心主任丁玉龙教授指出，研究所在2020年与中国联合开发了五个新项目，具体如下：

- 国家电网公司旗下的全球能源互联网欧洲研究院（自2020年9月起）-电动汽车的热能存储项目，直接资助在伯明翰的研究工作
- 北京市热力集团-用于区域供热的热化学存储项目，通过北京科技大学-伯明翰大学能源与环境联合研究和教育中心实现项目落地
- 江苏省前沿研究-下一代热能转换和存储项目，由伯明翰大学-南京航空航天大学能源与电力联合研究团队执行，参与方包括东南大学、南京大学和南京科技大学
- 江苏省产业技术研究院（JITRI）-基于液态空气储能的供热、热水、制冷和电力系统组合的可行性研究，由伯明翰大学-江苏省产业技术研究院和江苏省产业技术研究院-金合能源合作平台实现项目落地，参与方包括江苏利港电力有限公司
- 江苏省产业技术研究院-基于热能存储的电信基站/数据中心冷却技术的可行性研究，由伯明翰大学-江苏省产业技术研究院和江苏省产业技术研究院-金合能源合作平台实现项目落地



## ATMOSPHERIC POLLUTION AND HUMAN HEALTH IN A CHINESE MEGACITY 中国超大城市空气污染和人体健康研究 (APHH—中国计划)



**Professor Zongbo Shi, Professor in Atmospheric Biogeochemistry, 时宗波教授**，伯明翰大学大气生物地球化学教授  
**Professor Roy Harrison, Queen Elizabeth II Birmingham Centenary Professor of Environmental Health 罗伊·哈里森教授**，伊丽莎白女王二世伯明翰大学环境卫生百年教授  
**Professor William Bloss, Professor of Atmospheric Science 威廉·布罗斯教授**，伯明翰大学大气科学教授

The University of Birmingham coordinated a consortium engaged in a series of major research projects concerning air quality and human health in Beijing, including the 'Atmospheric Pollution and Human Health in a Chinese Megacity' programme (funded by the UK NERC and MRC, and the National Science Foundation for China-NSFC), Newton Advanced Fellowship (funded by Royal Society and NSFC), and Met Office CSSP-China programme (Newton Fund)

伯明翰大学协调了一个组织，在北京开展了一系列有关空气质量和人类健康的重大研究项目，包括“中国超大城市空气污染和人体健康研究”计划（由英国自然环境研究理事会（NERC）和英国医学研究理事会（MRC）以及中国国家自然科学基金委员会资助）、牛顿高级学者基金（由英国皇家学会（Royal Society）和中国国家自然科学基金委员会资助）和“气候科学支持服务合作中国项目”（牛顿基金）。

APHH-China comprised five separate projects, with the UK side funding totalling around £10 million, £2.5 million coming to the University of Birmingham, with the overall programme including over 20 UK and Chinese universities and research institutes. The programme has been considered by NERC as an exemplar for UK-China collaborative research.

中国超大城市空气污染和人体健康研究（APHH—中国计划）由五个独立的项目组成，英国方面的资金总额约为1000万英镑，其中250万英镑投入到伯明翰大学。整个计划涵盖20多个英国和中国的大学和研究机构。英国自然科学基金委将APHH-北京研究计划作为中英科研合作的典范。

The centrepiece of the programme was a series of field measurements performed during 2016 and 2017 in central Beijing at the Institute for Atmospheric Physics, and work since then has focused on analysis of the data obtained and distilling policy recommendations for the best strategies to reduce air pollution in Beijing, which has led to the publication of over 200 scientific papers.

本项计划的核心是2016年和2017年在位于北京市中心的大气物理研究所进行的一系列实地测量，此后的工作重点是对获得的数据进行分析，并提炼出政策建议，以寻求减少北京空气污染的最佳策略，并该项目已发表了200多篇科学论文。

A further focus for 2020 was to have been a Royal Society of Chemistry 'Faraday Discussion' meeting, with the discussion recorded and forming part of the formal record. The meeting was originally due to be held in Beijing in early 2020, but was ultimately run as an online-only event in November, co-hosted live by UK and China researchers and spanning the time zones, which proved to be a successful format. In general, although virtual engagement has been effective with partners to deliver science outputs, our tentative conclusion is that face-to-face exchanges are a key part of cementing the impact of findings with the policy community – not least due to the competing immediate demands many have faced in addressing the COVID-19 crisis, and technical challenges for some videoconferencing platforms – and we look forward to resuming these contacts in 2021.

2020年的另一个重点是举行英国皇家化学学会的“法拉第论坛（Faraday Discussion）”会议。并将讨论情况记录在案，成为正式会议纪要的一部分。会议原定于2020年初在北京举行，但最终于11月以线上活动的形式举办，由中英两国的研究人员跨越时区共同主持。事实也证明，线上会议也是一种成功的模式。总的来说，尽管合作伙伴之间的线上交流能够有效地传递科学成果，但我们的初步结论是，面对面交流仍是巩固研究成果对政策领域影响的关键部分，这主要是因为许多人在应对新冠疫情危机时所面临的相互矛盾的紧迫需求、以及某些视频会议平台面临的技术挑战。我们期待能够在2021年恢复面对面的联系。

# CASE STUDIES

## 案例

### REFLECTIONS ON USING ONLINE PLATFORMS FOR ENGAGEMENT

### 关于使用线上平台进行交流的思考

**Dr Yufeng Zhang, Head of Procurement and Operations Management Group (POM)** 张玉峰博士，采购与运营管理团队 (POM) 负责人

Reflecting on how to continue research and collaborations in a time of COVID-19, Dr Yufeng Zhang transferred collaboration communication to online webinars to keep connections warm and maintain momentum in key research areas. He initiated a multidisciplinary research theme around social systems for future manufacturing together with a team of colleagues with complementary expertise in institution, policy, employment, work, organisation and technology.

在思考如何在新冠疫情时代继续研究和合作问题时，张玉峰博士将合作交流转移到在线网络研讨会上，以保持联系的热度和在关键研究领域的发展势头。他与一群在机构、政策、就业、工作、组织和技术方面具有互补专业知识的同事一起，发起了一项围绕未来制造业的社会系统的跨学科主题研究计划。

The initiative involved colleagues from social sciences, engineering and computing sciences from major economies around the world. Partners in China included the Tsinghua University-Chinese Academy of Engineering institute for engineering strategy development, Zhejiang University national institute for innovation, and major companies from automotive and heavy engineering sectors, all of whom played a major role in the initiative.

来自全球主要经济体的社会科学、工程和计算机科学领域的同仁参与了这一计划。中国的合作伙伴包括：清华大学-中国工程院工程战略发展研究院、浙江大学国家创新研究院以及来自汽车和重型工程领域的大型企业，这些合作机构在该计划中都发挥了重要的作用。



The use of online platforms enabled Dr Zhang to host world-class experts including the chair of UK manufacturing professors, the CTO of IBM global industry, and the General Secretary of Industrial Global Union, whose diaries would have prevented attendance at a face-to-face event. These discussions provided valuable insights, enabling the calibration of research ideas and refining of the research agenda to address emerging challenges and uncertainties in the digital economy.

线上平台的应用使张博士能够与世界一流的专家进行沟通，如：英国制造学教授协会的主席、IBM全球行业首席技术官以及全球工业联盟的秘书长等。这些专家因日程紧张，原本无法参加面对面的会议。这些讨论提供了宝贵的见解，是我们能够调整研究思路和完善研究议程，应对数字经济中新出现的挑战和不确定性。



## SUPPORTING EDUCATION PARTNERSHIPS AND PROFILE RAISING 支持教育合作伙伴关系的 发展和形象提升

**Dr Simiao Sun**

**Lecturer in Hydrogeology, Deputy Head of Global Engagement (Education) in GEES** 孙思淼 水文地质学讲师  
学院全球事务(教育)副主任

In her role as Deputy International Lead (Education) for the School of Geography, Earth and Environmental Sciences (GEES), Dr Simiao Sun, Lecturer in Hydrogeology, led on supporting students throughout the pandemic. This took the form of providing online webinars and events with sessions specifically tailored to Chinese students. In the past, some Chinese students have not been aware of the vast amount of resources, support and events in place for their academic and cultural enrichment when they engage with the University of Birmingham. Hence, a series of events was organised from pre-departure to induction and mid-term to introduce and communicate via a 'culturally and linguistically inclusive approach' to inform on these differences, COVID-adaptation, and to facilitate direct communications with our Chinese cohort. The result was pleasing, as the Chinese cohort found the events informative, friendly, reassuring and to-the-point.

在担任伯明翰大学地理、地球与环境科学学院 (GEES) 的全球事务(教育)副主任期间, 水文地质学讲师孙思淼博士, 在整个疫情期间牵头为学生提供支持。她针对中国留学生的实际情况, 采取了线上网络研讨会和活动的形式。过去, 部分中国学生在与伯明翰大学学习时, 并未意识到学校为他们提供的大量学术和文化素养方面的资源、支持和活动。为此, 她在学生出发前、入学和学期中各阶段组织了一系列活动, 通过“文化和语言包容性方法”进行介绍和沟通, 使中国留学生知晓中英的各种差异、以及如何适应新冠疫情, 并促进了与中国留学生的直接交流。留学生们认为这一系列活动内容翔实、暖心、靠谱且切中了他们关心的话题, 成效显著。



Dr Sun has also been instrumental in the development of a 3+1+1 partnership with Jilin University, leading to a Study Abroad year at the University of Birmingham and further postgraduate taught study in Hydrogeology.

孙博士还在伯明翰大学与吉林大学建立3 + 1 + 1合作伙伴关系中发挥了重要作用。该合作包括在伯明翰大学的海外交流项目和水文地质学的授课型硕士课程。

During 2020, Dr Sun led on a project to increase the visibility of programmes within GEES in China, as Chinese search engines and social media sometimes do not pick up key information regarding programmes on websites based in the UK, and can also be prone to translation errors, which can give an incorrect impression of our offering at Birmingham. In collaboration with the China Institute and colleagues from marketing and recruitment, Dr Sun has been working across a variety of UK and Chinese platforms to develop Chinese language resources, signposting University of Birmingham websites and correcting translation errors. All this work contributes to further raising the profile of the University of Birmingham in China.

2020年期间, 孙博士主持了一个项目, 旨在提高伯明翰大学地理、地球与环境科学学院 (GEES) 项目在中国的知名度。这是因为中国的搜索引擎和社交媒体有时无法在英国的网站上获取有关项目的关键信息, 而且还容易出现翻译错误等问题, 可能会让人们人们对伯明翰大学的课程形成不实的印象。孙博士与中国学院以及市场部和招生部的同事合作, 在英中两国的各种平台之间努力, 开发标注伯明翰大学网站的中文资源, 并纠正翻译错误。所有这些工作都有助于进一步提高伯明翰大学在中国的知名度。

# CASE STUDIES

## 案例

### ARTIFICIAL INTELLIGENCE-BASED BRAIN TUMOUR DECISION SUPPORT SYSTEM USING MULTIMODAL MAGNETIC RESONANCE IMAGING 利用多模式磁共振成像的 基于人工智能的脑肿瘤决 策支持系统

**Professor Andrew Peet, Professor of Clinical Paediatric Oncology (NIHR)**

安德鲁·皮特教授，临床儿科肿瘤学教授（NIHR）

**Dr Yu Sun, Honorary Senior Research Fellow, Associated Professor, Institute of Cancer and Genomic Sciences**  
孙钰博士，伯明翰大学荣誉高级研究员，副教授，伯明翰大学癌症和基因科学学院

Dr Yu Sun and Professor Andrew Peet have a project with the Jiangsu Industrial Technology Research Institute (JITRI) entitled 'Artificial Intelligence-Based Brain Tumour Decision Support System using Multimodal Magnetic Resonance Imaging'. On November 10, the mid-term inspection meeting for this project was successfully held in the Southeast University Suzhou-based Institute of Biomedical Devices.

孙钰博士和安德鲁·皮特（Andrew Peet）教授与江苏省产业技术研究院（JITRI）开展了“利用多模式磁共振成像的基于人工智能的脑肿瘤决策支持系统”项目。11月10日，项目的中期审查会议在东南大学苏州医疗器械研究院顺利完成。

Dr Sun was happy with the progress made despite the pandemic:

**2020 is an unusual year due to the COVID-19 pandemic. Although we encountered a lot of difficulties in the development of the project, the Chinese and Birmingham teams have finally achieved the expected milestones through hard work. We will continue to work together to strive for an early launch of our Decision Support System product.**



尽管处在新冠疫情期间，但孙博士对取得的进展表示满意：

由于新冠疫情的爆发，2020年是不寻常的一年。尽管我们在项目开发过程中遇到了很多困难，但中方团队和伯明翰团队通过艰苦努力，最终实现了预期阶段性目标。我们将继续共同努力，争取尽早推出我们的决策支持系统产品。

This project had been approved in 2019 through the international cooperation project of JITRI, and jointly delivered by the research teams of the Southeast University and University of Birmingham Joint Research Centre of Biomedical Engineering. The assessing peer group confirmed their strong support for the innovation and market value of the project, and gave practical suggestions around aspects of clinical application, data standard establishment and market promotion. It is hoped that the project will illustrate the advantages of the brain tumour database, novel features of data processing and standard formulation, continue to expand the scope of clinical application and form a standard model in the market as soon as possible, making it possible to realise the commercial value.

项目已于2019年获得江苏省产业技术研究院（JITRI）的国际合作项目批准，并由东南大学和伯明翰大学生物医学工程联合研究中心的研究团队共同实施。评估小组肯定了项目的创新性和市场价值，并就临床应用、数据标准建立和市场推广等方面提出了切实可行的建议。希望该项目能够证明脑肿瘤数据库的优势、数据处理的新功能和标准制定方法，继续扩大临床应用范围，尽快在市场上形成标准模式，从而实现商业价值。



## COLLABORATIONS ON THE PALAEOLOGY AND GEOLOGY OF CHINA 在中国古生物学和地质学的合作

**Dr Jason Hilton, Reader in Palaeobiology** 贾森·希尔顿博士，古生物学准教授



Dr Jason Hilton, Reader in Palaeobiology, has had an exceptionally productive period during 2020 and beyond, despite the challenges of lockdown. Some of his key collaborations are outlined below:

尽管面临着封锁带来的挑战，英国伯明翰大学古生物学准教授贾森·希尔顿 (Jason Hilton) 博士在2020年的工作硕果累累。以下是他的一些重要合作项目：

- Jason is part of an international team led by Prof Yu Jianxin at the China University of Geosciences in Wuhan. In November, the team was awarded 2,500,000 RMB (about £290,000) from the National Natural Science Foundation of China. The project originates from papers Jason produced with PhD students from an existing collaboration in which several important questions arose that required further investigation. Despite the pandemic, Jason was able to devote more time to the project by working remotely.
- 贾森·希尔顿博士是中国地质大学(武汉)喻建新教授领导的国际团队成员之一。今年11月，研究小组获得了中国国家自然科学基金委员会250万元人民币 (约合29万英镑) 的资助。项目源于希尔顿博士与现有的一个合作项目中的博士生们共同撰写的论文，其中提出了几个需要进一步研究的重要问题。尽管新冠疫情肆虐，希尔顿博士还是能够通过远程办公，将更多的时间投入到项目中。
- Jason has a collaboration with the Chinese Academy of Sciences at Nanjing Institute of Geology and Palaeontology, and, following productive research visits in 2018/2019, is the leading international collaborator for a large research group working on exceptionally preserved fossils from the Permian of China. This research is now undertaken remotely and has multiple manuscripts in progress and associated and ongoing funding applications. This highly productive collaboration

has resulted in 7 publications from 2020-21 so far and has led to two visiting scholars from the group coming to Birmingham in 2021-2 supported by the China Scholarship Council.

- 贾森与中国科学院南京地质古生物研究所合作，在2018/2019年度进行了富有成效的研究访问后，他是一个大型研究小组的主要国际合作者。该小组致力于研究中国二叠纪中保存异常完好的化石。这项研究目前是通过远程进行的，且有多篇文章正在撰写中，并同时在申请资金。在2020-21年度，这种高效的合作促成7篇论文的发表，并且在中国留学基金委的支持下，该小组的两位访问学者将于2021-2年来到伯明翰。
- Jason also has a collaboration with China University of Mining and Technology (Beijing) where he has been an active research collaborator since 2003. Work with Professor Lu Jing, formerly a China Scholarship Council visiting Scholar at the University of Birmingham, and his team, has led to 3 papers in 2020-21 so far, with many more in preparation and being considered for publication
- 贾森还与中国矿业大学(北京)合作，自2003年以来，他一直是该校的积极研究合作者。他与伯明翰大学的前中国留学基金委访问学者鲁静教授及其团队合作，在2020-21年度发表了3篇论文，还有更多论文正在准备或考虑发表。
- Collectively, Jason published 10 papers from Chinese collaborations in 2020 and continues to publish more as we commence 2021, marking his position as an international expert on the Palaeontology and Geology of China.
- 总的来说，在2020年，贾森从中国的合作上发表了10篇论文。自2021年开始，他还将继续发表更多论文，这显示着他在中国古生物学和地质学上的国际专家地位。

# EDUCATION 教育

## JINAN UNIVERSITY-UNIVERSITY OF BIRMINGHAM JOINT INSTITUTE 暨南大学伯明翰大学联合学院

In September 2020, we welcomed our fourth cohort of Mathematics students into the Panyu campus of Jinan University (JNU) in Guangzhou. Established in 2017, the Jinan University–University of Birmingham Joint Institute (JBJI) is one of the most important activities for the University of Birmingham in China, with students experiencing both international and local teaching methods, and receiving degrees from both institutions in Mathematics and Applied Mathematics, Information and Computing Science, Economic Statistics, or Economics.

2020年9月，我们在广州暨南大学（JNU）番禺校区迎来了第四批数学专业的学生。暨南大学伯明翰大学联合学院（JBJI）成立于2017年，是伯明翰大学在中国开展的最重要项目之一。暨伯学院的学生既能体验国际和国内两种教学模式，又能获得两所大学颁发的学位证书。暨伯学院开设的专业涵盖数学与应用数学、信息与计算科学、经济统计学和经济学。



In 2020, we also confirmed pathways to allow for progression for JBII graduating students to enroll onto postgraduate taught programmes in Birmingham across a range of mathematical and medical disciplines, and we look forward to welcoming the first cohort of these students in September 2021.

2020年，我们还确定了升学方案，使暨伯学院即将毕业的学生能升读伯明翰大学数学和医学学科的各类授课型硕士（PGT）课程。我们期待在2021年9月迎来第一批攻读硕士课程的暨伯学院毕业生。

2020 has presented many challenges for JBII but the swift response to moving all teaching online for the start of the 2019/20 semester two meant that students were able to complete that year's academic study with minimal disruption. The lessons learnt from this were then employed to great effect for Birmingham-based colleagues and students for the 2020/21 academic year. Students have continued to work hard, with a mixture of bimodal lectures provided in person by JNU when campus re-opened in September, and online by Birmingham. Support via live Q&A and example classes have helped students remain engaged throughout.

面对2020年的多重挑战，暨伯学院迅速采取了应对措施，在2019/2020学年第二学期开学时，便全部改用线上授课模式，最大限度消除不良影响，使学生能顺利完成该学年学业。暨伯学院的线上授课经验还推广应用到2020/2021学年伯明翰大学本部的教职工和学生中，并产生了良好的效果。暨伯学院的学生继续采用两种学习模式：在9月暨大校区重新开放后，暨南大学恢复线下授课，而伯明翰大学则提供线上课程。此外暨伯学院安排了伯明翰大学课程的问答直播课和示例课堂，有助同学们保持全程参与。

Anqi He, Student Representative of Mathematics and Applied Mathematics in JBII 2018 cohort, notes



**The online courses benefit students with different learning abilities. When we have problems in digesting information in prerecorded lessons, we can click the pause button and replay the videos. Live sections are provided for students to raise questions so that we can receive the lecturer's guidance immediately.**



暨伯学院 2018 级数学与应用数学专业学生代表何安祺说：

线上课程有益于学生锻炼不同学习能力。我们在理解预录课程内容上遇到问题时，可以点击暂停按钮，重播视频。学校还为学生提供直播课，学生在里面可提问，并马上得到老师的指导。

Looking forward to 2021, we will graduate our first cohort of students in July, at our first JBJ graduation ceremony.

展望 2021 年，我们将在 7 月迎来联合学院的首次毕业典礼，见证首届学子学成毕业。



## ENTRY AGREEMENTS FROM PARTNER INSTITUTIONS 伙伴院校的合作项目协议 学院

We have a significant number of entry and articulation agreements through a network of partnerships, working closely with over 40 high-quality institutions, which, in 2020, has enabled over 200 undergraduate and postgraduate taught students to enter onto University of Birmingham programmes through bespoke arrangements with their Chinese institutions. In addition to these agreements, we also welcome students from our partnerships and beyond onto student exchange and study abroad programmes. This year, we have been delighted to welcome students through these partnerships into areas as diverse as Education, Psychology and Philosophy, as well as more traditional disciplines such as Engineering, Mathematics and Business.

我们已通过合作伙伴的关系网络，签署了许多合作项目协议，与中国 40 多所优质院校密切合作。在 2020 年，有超过 200 位来自中方合作院校的本科生和硕士生通过合作项目渠道攻读伯明翰大学的课程项目。除这些协议外，我们也欢迎来自合作机构和非合作机构的同学们参加学生交换项目和海外交流项目。今年，我们很高兴欢迎这些同学通过合作伙伴渠道，就读教育、心理和哲学等多元化的专业、以及工程、数学和商业等传统经典的专业。



# EDUCATION 教育

## CHINESE STUDENTS AT THE UNIVERSITY OF BIRMINGHAM 伯明翰大学的中国留学生

Every year, a large number of Chinese students choose to join us in Birmingham. In September 2020, over 4,400 Chinese students were studying at our Edgbaston campus for both undergraduate and postgraduate qualifications, and 46 Chinese students were studying at our Dubai campus.

每年都有众多中国学子选择就读伯明翰大学。2020年9月，超过4400位中国留学生在伯明翰大学埃德巴斯顿校区攻读本科或研究生项目。46位中国留学生在伯明翰大学迪拜校区攻读本科或研究生项目。

The challenges brought by this year meant that the University of Birmingham had to adapt its education provision to allow students to study safely. Some Chinese students came to the UK and studied a mixture of online and socially distanced in-person teaching, whereas others stayed in their home country to undertake their semester one studies online. In addition, some Schools, like the School of Mathematics, used additional communication tools such as WeChat to keep in contact with Chinese students, which has been appreciated.

今年的疫情带来了挑战，伯明翰大学也随其调整了教学措施，确保学生安全上课。部分中国留学生选择赴英，采取混合学习模式，即：线上学习和保持社交距离的线下授课；而其他留学生则留在中国，在线学习第一学期的课程。此外，部分学院（如数学学院）则采用额外的通信工具，如微信，与中国学生保持联系，因而广受好评。



Students have adapted well to the hybrid model, as outlined by Chenlen Shu, a second-year student from Nanjing studying for an Education BA:



**This year, I participated in online learning, and the format of the lectures at Birmingham helped me to be more confident in sharing my ideas in the group, and I tried to contribute as many ideas as possible. I felt that the lecture content could be easily learned when the lectures were held online, and I had plenty of opportunity to pause, take a break, and catch up on any content that I had missed.**

**'My lecturers answer all my questions via email as they would do on campus, and make sure I know which books I need to read for my course. The first thing my tutor does in the weekly tutorial is to ask how everyone in the group is and provides the opportunity for students to share their experience of their studies and lives, in both the breakout rooms and the entire group. So, I feel the learning experience is quite positive and I receive as good support from the University as I would do if I was learning face-to-face.'**

目前，在校学生已很好地适应了混合教学模式。来自南京的教育学本科大二学生Chenlen Shu说：



今年我参加了网课学习。伯明翰大学的授课模式让我更有自信在群里分享自己的观点，而且我会尽量提出更多的想法。我觉得上网课更容易掌握课程内容，因为我有充足的时间暂停、休息和补上错过的课程内容。

**'老师们通过电子邮件答疑，就像平时在课堂上那样。他们会确定我已经知道课程的阅读书目。在每周的指导课上，无论是在分组讨论室，还是整个大群，老师首先会在群里问大家的状况，让同学们分享自己学习和生活经验。所以，我认为这样的学习体验非常积极向上，伯明翰大学在教学方面提供了很好的支持，支持的程度不亚于我参加面对面授课所获得的。'**



The Birmingham International Academy delivers pre-sessional English language programmes to students planning to undertake an academic qualification at the University of Birmingham.

伯明翰大学国际学院承担着一项重要的教学任务，即：为计划攻读伯明翰大学学位课程的学生提供学前英语语言课程。

Hayley Maxwell, Director of English for Academic Purposes in the Birmingham International Academy noted:

Ensuring the students were able to take quality language and academic skills courses over the summer to aid their eventual conversion was a key priority for our unit, so we flipped all our provision online, including live-streamed classes to ensure the best possible outcomes. Over the summer, we taught 1,085 students, which was positive given the circumstances. The feedback received was very high indeed with many students showing real appreciation for the efforts of the team to keep their study plans on track.

‘Taking pre-sessional English is a very popular option for Chinese students and very much forms part of their experience in the UK, as they develop both language skills and make the important transition to UK higher education in a very supportive environment.

‘With our large summer pre-sessional English programmes suddenly shifting to online and our students grounded, it was an uncertain time. Central to planning was a very clear mission that we needed to maintain a strong sense of community for our students. Strong social relationships underpin effective language learning both inside and outside the class and ensure students grow into confident language users. Innovative use of Zoom technology enabled the mini-poster presentation conference to continue with students reviewing their peers’ posters through

Zoom rooms, all easily accessed through our VLE. The academic programme was complemented by a social programme enabling students to broaden their networks and practise their language skills in a fun and engaging way, boosting levels of interaction within the classroom as well as ending a sense of isolation for many students studying from home during lockdown.

伯明翰大学国际学院学术英语（EAP）主任海莉·麦克斯韦（Hayley Maxwell）表示：

确保学生能在夏季就读高品质的语言和学术技能课程、帮助他们成功转入专业学习，是国际学院的首要目标。为此，我们将全部课程改为网上教学，包括直播课程，以确保最好的教学效果。在整个夏季，我们为1085位学生提供了教学。考虑到当前情形，这个成绩还算不错。而我们也确实收到了非常好的反馈，团队为保证学生的学习进度付出了很多努力，许多学生对此表示感谢。

‘参加学前语言课程是中国留学生的普遍选择。这也是他们在英国的一部分体验，因为他们既可以培养语言技能，又可以在非常有支持性的环境下，实现向接受英国高等教育的重要过渡。

2020年对伯明翰大学国际学院（BIA）来说是独特的一年。在疫情不确定的时刻，我们大部分的夏季英语语言班课程突然转为线上形式，我们的学生在家学习。而我们规划的核心是本着非常清晰的初衷，那就是我们需要为学生保持强烈群体氛围。充分的社交活动是有效的课内外语言学习的基础，以确保学生能够自信地使用语言。在课程中，创新技术Zoom的使用让小型海报展示会得以继续，学生们通过Zoom会议室循环回顾他们同伴的海报，所有这些都可以在我们的虚拟学习环境平台（VLE）Canvas上轻松访问。创建有意义的互动活动，为语言聚焦设置了语境，同时也将学术技能嵌入其中。学术课程与社交活动相辅相成，使学生能够以一种有趣和共同参与的方式扩大他们的网络并锻炼他们的语言技能，这提高了课堂上的互动水平，同时也降低了许多学生在封锁期间在家学习的孤独感。

# CULTURE AND EVENTS

## 文化和活动

### CHINESE NEW YEAR 中国新年音乐会

The highlight of our cultural calendar is our annual Chinese New Year concert, which is known all around the city, being hugely popular with the local Chinese community and never failing to sell out. Guests from within the University, the local community and even further afield join us for a spellbinding evening of music, hosted and curated by world-class pianist Di Xiao. Our 2020 concert was one of the last in-person events to be held in the beautiful Bramall Concert Hall, and it had a suitably star-studded line-up to celebrate the Year of the Rat, featuring a host of outstanding artists, bringing together a magical fusion of East and West – and a special appearance by Mary-Jess Leaverland, the winner of 'I Want to Sing to the Stars', a TV singing contest watched by over 70 million people across China, often referred to as the 'Chinese X Factor'. The concert also featured multi-instrumentalist Ruth Angell and guitarist/composer Sid Peacock, as well as dance performances and a face-changing artist, one of only 200 proponents of the art that originated in Sichuan province.

一年一度的中国新年音乐会是我们文化活动的重头戏。中国新年音乐会在伯明翰市已家喻户晓，广受当地中国社区的欢迎，每次演出都是座无虚席。本次音乐会由世界级钢琴家肖荻主持并策划，来自伯明翰大学、当地社区、甚至



更远方的嘉宾与我们一起，共度了一个魅力十足的音乐之夜。2020年新年音乐会在美丽的布拉莫音乐厅举办，这也是最后一次线下活动。音乐会阵容应景，群星云集，欢庆鼠年。众多杰出艺术家汇聚一堂，展现了东西方文化的奇妙融合。电视歌唱大赛《民星唱翻天》（《民星唱翻天》在中国有超过7000万人观看，被誉为“中国版X Factor”）冠军玛丽·杰斯·利夫兰德（Mary-Jess Leaverland，中文名李美洁）担任音乐会的特别嘉宾。参加表演的还有多乐器演奏家露丝·安杰尔（Ruth Angell）、吉他手兼作曲家锡德·皮科（Sid Peacock）。此外，还安排了舞蹈表演和川剧变脸师（仅有的200位川剧变脸师之一，变脸艺术起源于四川省）献艺。



## LI SIGUANG LECTURE 李四光讲堂



Perhaps our most famous Chinese alumnus is the celebrated academic Li Siguang, who studied in the University's School of Mining during the early part of the 20th century. He received his BSc in 1917 and his MSc in 1918. He was later awarded a doctorate from the University of Birmingham, based on his landmark research into the geology of China and a resulting definitive book on the subject. Li Siguang went on to become Professor at Peking University, and then progressed to become an academician and Vice-President of the Chinese Academy of Sciences, along with other prestigious positions such as Minister for Geology and President of the Chinese Society for Science and Technology. Li Siguang's findings ultimately led to the large-scale development of oil fields, making China one of the world's major oil producers.

著名学者李四光可能是伯明翰大学最著名的的中国校友。20世纪初，他曾在伯明翰大学矿业学院求学，分别在1917年和1918年获得理学学士学位和理学硕士学位。他对中国地质学进行了具有里程碑意义的研究，并由此撰写了地质学方面的权威书籍，荣获伯明翰大学的博士学位。后来，李四光在北京大学任教授，并晋升为中国科学院院士和副院长，曾担任地质部部长和中国科学技术协会主席等重要职位。李四光的研究成果推动了油田的大规模开发，使中国成为世界上重要的石油生产国之一。

Given the amount of time he spent in the UK, Li Siguang would probably have approved of the third annual lecture delivered in his name in 2020, during which journalist Kevin Sui, Controller of China Hour UK, delivered a lecture entitled 'UK-China: Cultural Understanding Beyond Language'. Through his talk, Kevin explored how media outlets and the English language are vital in promoting communication and exchange between China and Britain, describing how language can bring people and countries together – but not without an in-depth understanding of people and culture in each society. Following the lecture, a panel discussion took place, chaired by Professor Jon Frampton, Director of our China Institute, and featuring Dr Berny Sèbe, Head of Internationalisation in the School of Languages, Cultures, Art History and Music; Dr John Goodyear, who is a lecturer in the Department of Modern Languages specialising in English as a Modern Foreign Language, and Shiyu He, a postgraduate

researcher in Linguistics, also in the Department of Modern Languages. The panel explored themes such as how, along with language, understanding of culture and society is key to communication, how language learners can improve their skills through roleplay and other practical steps, and the role media has to play in cultural communication.

李四光在英求学数年，对于以他的名字命名2020年第三届年度讲堂，想必也会欣然同意吧。在第三届“李四光讲堂”上，英国版《中国时间》(China Hour)负责人隋松岩(Kevin Sui)发表了题为“中英：语言之外的文化理解”演讲。他在演讲中探讨了媒体机构和英语在促进中英两国沟通和交流中所起的重要作用，阐述了语言如何将不同的人和国家联系起来，深入了解对方社会人文对发挥这一作用具有积极意义。演讲结束后，进入专家讨论环节，该环节由中国学院院长乔恩·弗兰普顿(Jon Frampton)教授主持，出席的专家包括：语言、文化、艺术史和音乐学院国际化负责人伯尼·赛比(Berny Sèbe)博士，专攻《英语作为现代外国语言》的现代语言学系讲师约翰·古德伊尔(John Goodyear)博士，以及现代语言学系的语言学硕士研究员Shiyu He。专家讨论环节的主题有：除语言外，了解社会人文如何对沟通有关键作用，语言学习者如何通过角色扮演和其他实用方法提升技能，以及媒体在文化沟通中必须发挥的作用。

Kevin's lecture and the panel discussion were hosted entirely online, streamed to YouTube, Facebook and WeChat. To date, over 3,000 people have viewed the lecture across a range of platforms, far in excess of the reach we would have achieved through a traditional 'in-person' lecture, and we will consider how best to integrate the good practice gained during this period into future events.

隋松岩的演讲和专家讨论环节在YouTube、Facebook和微信上全程在线直播，至今共有3000多人在各大平台观看，远超传统“线下”讲堂的传播效果。我们考虑将这段时间的良好实践经验成果融入到未来活动当中。

# MEDIA AND DIGITAL COMMUNICATIONS

## 媒体和数字传播

We promote the work that we do in China through a variety of channels, including official Chinese social media channels, WeChat and Weibo, and Western-focused platforms such as Twitter.

我们通过多种渠道推进在中国的工作，包括中国官方社交媒体渠道微信和微博、以及推特等西方社交聚集平台

Our Twitter account has 1,274 followers<sup>1</sup>, and is aimed more at stakeholders outside of China (as Twitter is not accessible in China). Our most popular Twitter post in 2020 shared an excerpt from our Chinese New Year Concert, with 3,465 impressions, and other popular posts focused on the Mid-Autumn Festival, our Li Siguang Lecture and a post on the Asia University rankings in *Times Higher Education*.

我们的推特账号有1274位关注者<sup>1</sup>，该账号的目标观众主要是中国境外的相关各方（因为推特无法在中国使用）。2020年，我们在推特上发布的最火帖子是分享中国新年音乐会的片段，展示度有3465次，其他热门贴则主要是关于中秋节、李四光讲堂和《泰晤士高等教育》亚洲大学排名。

The University of Birmingham also engages with Chinese students, staff and stakeholders based in China and in the UK through its official WeChat and Weibo accounts. These two accounts have 16,492 and 24,187 followers respectively<sup>2</sup>, and these numbers continue to grow. Weibo and WeChat stories that received the most engagements (reposts, comments, likes for Weibo and views for WeChat), have, perhaps unsurprisingly, focused on COVID-related information and updates. As an example, the most-viewed article on WeChat over the last 12 months focused on the University's partnership with a travel agency to support students travelling to the UK from overseas, at a time when flight options were limited, which was read 16,104 times.

The second most-viewed article highlighted updates for students starting in September, and the third most-viewed article was a message to students from our Vice-Chancellor, focusing on the measures the University is taking to keep students safe on campus.

伯明翰大学还通过官方微信和微博账号与在中英两国的中国留学生、工作人员和相关各方保持互动。这两个账号的关注人数分别为16492人和24187人<sup>2</sup>，这一数字还在持续增长。参与度最高的微博和微信内容（转发、评论、微博点赞和微信阅读）毫无疑问是与新冠疫情相关的信息和更新。例如，在过去12个月中，阅读量最多（达16104次）的微信号文章是介绍伯明翰大学与旅行代理机构合作，协助海外留学生在航班受限的情况下赴英学习；阅读量第二多的文章分享了9月开学的学生近况；阅读量第三多的文章是副校长给学生的一封信，主要介绍伯明翰大学为确保学生安全而采取的各项校园措施。

In terms of international media coverage, over the course of 2020, the University of Birmingham had 8,797 media 'hits', with a reach (potential views) of 85 billion, and an Advertising Value Equivalent of £826 million.<sup>3</sup>

在国际媒体报道方面，伯明翰大学在2020年获得8797次媒体“热门”，影响力（潜在观看次数）达850亿，广告价值当量为8.26亿英镑。<sup>3</sup>

<sup>1</sup> As of 17 December 2020  
[截至2020年12月17日]

<sup>2</sup> As of 14 December 2020  
[截至2020年12月14日]

<sup>3</sup> As of 17 December 2020, based on all mentions of University of Birmingham in Chinese online and print outlets  
[截至2020年12月17日，基于中国网络媒体和纸媒对伯明翰大学的所有提及]

# CONTACT 联系方式

For more information about the China Institute, or for further details on any of the projects and engagements referenced in this document, please contact Nina Morris, China Institute Officer [uobchina@contacts.bham.ac.uk](mailto:uobchina@contacts.bham.ac.uk)

如需了解更多有关中国学院的资讯、或本文所述项目和活动的更多详情，请与中国学院官员妮娜·莫里斯（Nina Morris）联系：[uobchina@contacts.bham.ac.uk](mailto:uobchina@contacts.bham.ac.uk)

Twitter 推特：@uobchina 

Wechat 微信：



Weibo 微博：





UNIVERSITY OF  
BIRMINGHAM

Edgbaston, Birmingham,  
B15 2TT, United Kingdom  
[www.birmingham.ac.uk](http://www.birmingham.ac.uk)

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