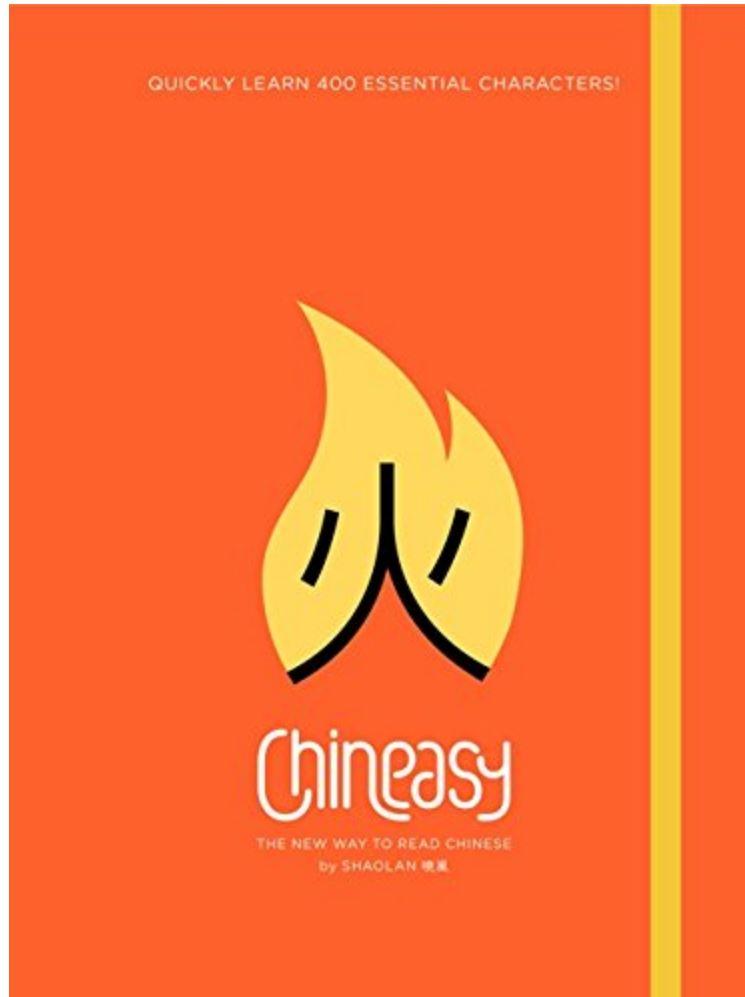


(Library ebook) Chineasy: The New Way to Read Chinese

Chineasy: The New Way to Read Chinese

ShaoLan Hsueh

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#67635 in Books Hsueh Shaolan 2014-03-11 2014-03-11 Original language: English PDF # 1 9.75 x 7.50 x .751, 1.45 Binding: Flexibound 192 pages Chineasy The New Way to Read Chinese | File size: 79.Mb

ShaoLan Hsueh : Chineasy: The New Way to Read Chinese before purchasing it in order to gauge whether or not it would be worth my time, and all praised Chineasy: The New Way to Read Chinese:

162 of 167 people found the following review helpful. Great coffee table book, not so great for learning Chinese characters. By Quantum Mechanic I'm sad I missed the Kickstarter on this since I would have backed it because I love anything about learning Chinese language and it's a pretty nice idea. The book is colorful, bright and the Kickstarter backers should be proud that they helped something this pretty come to fruition. With its strong graphic design sensibilities and colorful content, it's a great book for anyone's coffee table. Unfortunately for the learning side of things, it's not very good. I'm writing this review only because I think folks should know what exactly they're buying. While the pictures are clever, many times, the associations are a stretch and they just don't seem effective as memory devices. Also, the book switches between traditional and simplified characters seemingly to facilitate the illustrations,

which can be confusing for students who would actually like to read one or the other. On top of that, some of the words that are illustrated are just not used any more (nuan2 - argue or xuan1 - shout, for example). Definitely helpful though if you're reading ancient Chinese poetry, which I'm sure, most folks are not. Of course, for that, it's not enough content. I don't think this is a good resource for learning Chinese characters. Honestly, if the pictures thing works for you, I'd highly recommend Tuttle Learning Chinese Characters: A Revolutionary New Way to Learn and Remember the 800 Most Basic Chinese Characters since they actually put together more of a system with their images and a LOT of great explanations of how everything works. I do, however, think that Chineasy is a unique coffee table book. Unfortunately, I don't have a coffee table. 148 of 156 people found the following review helpful. **DO NOT GET THE KINDLE VERSION** By Mike Young I've seen the author's Ted Talk and followed the crowd funding for this book. I really wanted to like it. However, the Kindle version of the book is designed for art, not for functionality (reading). It is virtually impossible to read on a tablet because of the small print (and inability to increase the size), the colors used (example, dark orchid background for small black font), and the navigation. Tried to read it in the alternative on my computer. No dice. I've purchased several hundred Kindle books in the past couple of years. This is the first one for which I've requested a refund. If they fix the electronic version, I'll also remove this Kindle review upon request. In short, avoid the Kindle version like the plague. The print edition should be fine (knock on wood). If I get the print edition, I'll update this review to address the content. *****
March 20, 2014 Update. I purchased the print edition and have taken the time to go through it before writing this update. The substance of the book is good. However, the design gets in the way of using it for its intended purpose - learning Chinese characters. It's clear after seeing both the Kindle and print editions that the Kindle edition consists of imaged pages from the print edition rather than doing formatting for the Kindle. For that, the person in charge of layout for the Kindle should be sent to the woodshed with a dunce cap. Unfortunately, the printed pages suffer from some of the same issues that afflict the Kindle. Specifically, the many pages with dark-colored backgrounds with small black font are difficult to read. In some cases, it requires taking the book to different lighting or using a magnifying glass to figure out what's written. In other words, the purpose of learning Chinese characters is actually frustrated by the author's efforts as an artist. In short, here's my rating unless and until the book is fixed. 0 Stars for the Kindle edition. It's horrible. 3 Stars for the Print edition if you want to actually learn the characters. 5 Stars for the Print edition if you want a colorful book to put on the coffee table to impress friends but have no intention of actually learning Chinese characters. 10 of 11 people found the following review helpful. Magnificent for the complete beginner! By Laif I absolutely love this little book. I bought it immediately after noticing the recent story posted on the NPR website. It's a genius idea to introduce a few hundred related characters using bright, colorful simple graphics which remind you of what the radicals (parts of each character) mean. It's a really easy and quick way to start memorizing the meaning of Chinese characters. When it arrived, I read the whole thing through carefully from front to back in about three hours. Now, I just take an hour here and there to page back and forth in the book, looking for connections between the various characters. It's a very relaxing way to study. It's quite a different approach from another book which I bought a few months ago (Tuttle: Learning Chinese Characters). Tuttle gives you twice as many characters in their book, but it seems that it is slapped together a bit more sloppily. Tuttle gives you a little original story for each character which is supposed to act as a mnemonic. I definitely understand the value in that method. Another resource I bought did the same for Japanese kana, and that became a real breakthrough for me in my memorization. However, as a person who is just starting out with Chinese, I'm just more comfortable with ShaoLan's straightforward visual method with a solid foundation based upon the meanings of each radical. The only complaint I have is that the author hasn't yet made ten more books, each with 400 more characters for me to learn. I hope those will be published soon. As others have stressed, I would also advise against buying the Kindle version of the book. I initially bought the ebook for my first generation Nexus 7, but the book was painfully slow to page through (because most of the pages consist of images, rather than plain text). One of the joys in this sort of book is that you can quickly flip back and forth to compare various characters with each other. I found I just couldn't do that easily with the electronic version of the book. I returned the ebook for a refund, and bought the physical version, instead.

Learn to read and write Chinese with Chineasy's groundbreaking approach that transforms key Chinese characters into pictograms for easy recall and comprehension. Chinese is one of the oldest written languages, and one of the most difficult to master, especially for Westerners. With Chineasy, learning and reading Chinese has never been simpler or more fun. Breaking down the Great Wall of Language, iShaoLan Hsueh draws on her entrepreneurial and cultural background to create a simple system for quickly understanding the basic building blocks of written Chinese. Working with renowned illustrator Noma Bar, she transforms Chinese characters into charming pictograms that are easy to remember. In Chineasy, she teaches the key characters, called radicals, that are the languages foundation, and then shows how they can be combined to form new words and even phrases. Once you've mastered these key characters, you can practice your skills with three stories: a fairy tale, an Asian legend, and a contemporary fable told using the radicals. With Chineasy, readers of all ages will be able to navigate a Chinese menu, read signs and billboards, and grasp the meaning of most articles in a Chinese newspaper.

These cute images make reading Chinese characters Chineseasy. (NPR's "Code Switch" Blog)In her delightful book...Hsueh offers an inspired approach to learning more than 400 Chinese characters. (San Francisco Chronicle Blog)From the Back CoverChinese is considered one of the most difficult languages to master. However, using the Chineseasy system, anyone can begin to understand and read Chinese. It works by transforming Chinese characters into illustrations to make them easy to remember. This book teaches the key characters on which the language is built and how these characters can be combined to form more complex words and phrases. Learning Chinese has never been this simple or more fun!About the AuthorBorn in Taipei,SHAOLANis an entrepreneur, world traveler, and writer. She has written best-selling books on software, and her first internet venture became a major player in the Greater China area in the late 1990s. After moving to London to pursue studies at the University of Cambridge, in 2005 she founded Caravel Capital, which invests in young technology companies. ShaoLan is a member of the boards of the Saïd Business School of Oxford University, the Victoria and Albert Museum, Asia House and the New School Network (an organization backed by the British Government promoting educational reform).Illustrator: Israeli-bornNOMA BARis a celebrated illustrator based in London.