Véronique Michel

Intervenante

- **Formation : « jeux de mots et humour en Chine »**
- **Formation : « la communication à la chinoise »**
- **Formation : « fêtes et symbolique en Chine »**

Formations adaptées pour :

Le grand public
Les étudiants en langue chinoise et en école de commerce
Les salariés travaillant dans les domaines du marketing et de la publicité

Formation : « jeux de mots et humour en Chine »

Le langage des internautes est omniprésent en Chine.

D´après le cabinet de conseil en stratégie Boston Consulting Group (BCG), la Chine a déjà plus d´un milliard de détenteurs de téléphones portables et compte désormais environ 700 millions d'utilisateurs d'Internet. Chaque jour des millions d´internautes de l´empire du Milieu passent plusieurs heures sur la toile, en particulier sur les réseaux sociaux mais aussi pour effectuer leurs achats.
Ces internautes sont les pionniers des nouvelles tendances. Parmi eux, on retrouve des jeunes urbains, mais aussi des seniors et des ruraux. Les sobriquets qu´ils créent pour décrire leurs contemporains et établir des portraits-types, leur buzz et leurs néologismes sont une mine d´or pour qui veut comprendre la Chine d´aujourd´hui.
La formation « jeux de mots et humour chinois » a pour but d´initier les apprenants soucieux de comprendre cette culture *underground* qui imprègne désormais l´ensemble de la société chinoise.

Durée de la formation :

2 heures

Contenu de la formation :

Le langage des internautes

Pourquoi le langage des internautes est-il devenu incontournable ?

La vie moderne à travers les buzz, les blagues et les jeux de mots

Les sous catégories socio-professionnelles émergentes : un savoir stratégique pour les entreprises

Tarif : 350 EUR

Formation :« la communication à la chinoise »

Durée de la formation :

3 heures

Contenu de la formation :

L´art de communiquer

Les 5 éléments

Les caractéristiques de la langue chinoise

Les caractères et les homophones

Les métaphores et les images

Communication et marketing des entreprises

Les slogans publicitaires

Tarif : 400 EUR

Formation :« fêtes et symbolique en Chine »

Durée de la formation :

2 heures

Contenu de la formation :

Fêtes traditionnelles et modernes chinoises

Symbolique et jeux de mots

Les figures populaires en marketing

Publicités et fêtes en Chine

Tarif : 350 EUR

Véronique Michel

Ouvrages :

La Chine branchée, avril 2012, Editions SEPIA
La communication à la chinoise, avril 2013, Editions SEPIA
China Online, avril 2015, Tuttle Publishing

Vidéos :

En langue française
https://www.youtube.com/watch?v=0f2qSfi8_04
En langue anglaise
https://www.youtube.com/watch?v=dddLvkyiyrM

Critique de l´ouvrage CHINA ONLINE :

I believe that this book (China Online, Véronique Michel) successfully captures the particularities of modern Chinese youths, men, and women. Through online phrases, the author demonstrates the diverse values of modern Chinese citizens. The section on word play provides a brief introduction to a number of interesting concepts related to the creative use of language, including the repurposing of Chinese characters so that they acquire new meanings. The brief stories and comments on Chinese culture provide the reader with a starting point for understanding how China's major social transformations have put pressure on young people who then turn to humor as a way

to express their frustration with modern life. Most of the sayings and expressions listed in Michel's book are as witty and fun as they are deeply meaningful, making them an ideal introduction to how young people think about modern life in China. In this sense, Michel's work encourages readers to develop a deeper understanding of Chinese culture and language. Such an understanding is important in an increasingly globalized world, and Michel helps to uncover a side of China infrequently seen: that of a creative and innovative spirit.

Professor Liu WEI, Harvard University/ Association of Chinese language Teachers in the USA

Quelques articles :

PR WEEK

www.prweek.com/article/1336132/chinese-wordplay-pr

CHINA WHISPER

www.chinawhisper.com/top-5-things-to-understand-chinese-netspeak/

CONFUCIUS INSTITUTE (SOUTH AFRICA)

http://dut.za.chinesecio.com/en/node/290

ASIA TODAY

http://asiatoday.com/pressrelease/hidden-treasures-chinese-culture

CHINAHUSH

http://www.chinahush.com/2015/03/25/chinese-subtle-communication-style-and-creativity/

CHINASMACK

http://advertising.chinasmack.com/2015/chinese-netspeak-as-inspiration-for-marketing-and-communications.html

HUFFINGTON POST (FRANCE)

http://www.huffingtonpost.fr/veronique-michel/humour-jeunes-chinois_b_3880774.html

HUFFINGTON POST (USA) - YALE UNIVERSITY (ASSOCIATION OF STUDENTS LEARNING CHINESE LANGUAGE)

www.huffingtonpost.com/china-hands/netspeak-the-new-cultural_b_7251860.html

ASIA TODAY

http://asiatoday.com/pressrelease/hidden-treasures-chinese-culture

SHANGHAI DAILY

www.shanghaidaily.com/sunday/the-week/Peek-inside-cn/shdaily.shtml

MANDARIN PORTAL (BOOK REVIEW)

http://mandarinportal.com/book-reviews/a-book-review-of-china-online/

JAPAN TIMES

http://www.japantimes.co.jp/tag/veronique-michel/

CHINE INFORMATION

http://www.chine-informations.com/actualite/la-chine-branchee_50619.html

LE MONDE

http://weibo.blog.lemonde.fr/2012/11/24/les-mots-weibo-energie-positive/

Excerpt from Asia Today (24k monthly visitors)
"With the largest Internet population in the world, China has a unique online culture. China Online, a new book by translator and multilingual netizen Véronique Michel, offers an exploration into China's rapidly changing society and its flourishing Internet environment, where new expressions emerge every day."

Previous endorsements/publicity
"With the largest Internet population in the world, China has a unique online culture. China Online, a new book by translator and multilingual netizen Véronique Michel, offers an exploration into China's rapidly changing society and its flourishing Internet environment, where new expressions emerge every day."— **What's on Weibo**

“Véronique Michel, author of China Online -- a new book that explores Chinese wordplay and Internet culture -- expressed her appreciation for the sense of play and humor embodied in netspeak and sayings, but saw them as more than simple fun. "Virtual reality has a stake in real life," she said, "Netspeak shows us what China really is today."— **Huffington Post YALE UNIVERSITY**

“This book is a very interesting, easy, and informative read. China Online can be read by anyone, even people with no knowledge of Mandarin Chinese. She always translates any Chinese that she uses, and transcribes it to Pinyin. I personally learned quite a lot about Chinese culture and the Chinese language by reading this book. At times reading parts of the book was fascinating, while at other times reading parts was hilarious.”— **Mandarin Portal**

“Chinese creativity, ingenious communication style and sense of humour are a long tradition. For the native speakers of Chinese language, it is common to play with characters and their spelling. All these homophones, rimes and neologisms are fascinating as they reveal a culture that is open to the world and evolves rapidly. It is not important to be an Expert, what counts is to be curious and question ones’ beliefs to initiate oneself to the Chinese mind.” – **China Hush**

“Since the launch of the reforms, a rapid urbanization has been changing the country´s landscape as millions of people move to large and mega cities alike, such as Beijing (21 millions), Shanghai (16 million) and Chengdu (14 million). Today, China has a population of over 1.3 billion with 50 percent being urban residents. This evolution, coupled with other factors such as the One Child Policy, an emerging middle class claiming its identity, an aging population, and the introduction of the internet in the 90s, have transformed the society.” – **China Smack**

“With its common sayings, popular wisdom, and wordplay, “China Online” describes a youth culture in transition — using humor and creativity to survive in a hugely competitive environment. There is a great deal that lies under the surface and the ability to look below the surface is a valuable key to facilitate successful communication, Michel says. The book is a fun read for those interested in the modern-day “tribes” on the Internet.” – **Shanghai Daily**

“To paraphrase a blundering local politician quoted in this book, Chinese must be one of the easiest languages to learn — why else would nearly 1.4 billion people speak it? “China Online” is an insight into contemporary China’s so-called Netspeak, revealing the ability of the country’s 700 million Internet users to coin bizarre neologisms.” – **Japan Times**

“According to Boston Consulting Group, China will count 700 million internet users in 2015. They include not only young and urban individuals, but also seniors and rural residents. The web has become “a staple in Chinese daily life” and a

popular digital culture has developed with the Netizens as trend-setters. In order to help you better understand Chinese internet language, I sum up the top 5 things you need to know to understand Chinese Netspeak." – **China Whisper**

Women of China (55K monthly visitors) posted a review of **CHINA ONLINE**

"The Chinese aren't well understood in general, and the Chinese online world even less so. With China Online Veronique Michel lets us access its language and get to know its speakers." —**Herve Cantal, Chinese Language and Cultural Association, Passeport pour la Chine**

"Very accessible, and full of Chinese humor! This captivating book is a methodical exploration of the new language codes of the 'ultra-connected' generation… The youth in China are the majority and they understand how to situate themselves in the global village…" —**Le Petit Journal, Hong Kong**

"I recommend it to everyone who would like to discover what is to me the most interesting facet of contemporary China: the impact of its digitalization and societal levels on its human relations…Michel offers the reader a voyage to the heart of the real contemporary China! This book is the chance for all to discover China 2.0, the China of Generation 2000. It also allows all students of Chinese to discover the richness of this language via the inventiveness of the counterculture's verbal codes. When is Volume 2 coming?" — MarketingToChina.com

"This book challenges the obsolete image of China and its people that may come to mind, an image that doesn't correspond at all to the reality; China Online helps us discover the customs of todayAEs Chinese." —Linternaute.com

"China Online inventories numerous expressions used on, invented for, and popularized by the users of the Internet. —**The Weibo Empire (blog of Le Monde)**

PRESENTATIONS

UNIVERSITE DE BESANCON
http://chine-franche-comte.asso.fr/wp-content/uploads/2014/10/CycleChineUO2014-15.pdf

MADE IN ASIA FESTIVAL; UNIVERSITE DE TOULOUSE
http://madeinasia.fr/?p=3329

ANIMASIA FESTIVAL, BORDEAUX
http://animasia.org/veronique-michel/

LE PHENIX, PARIS
http://blog.librairielephenix.fr/tag/la-chine-branchee

KONFUZIUS-INSTITUT FRANKFURT E.V.

China Online – Internetsprache und Wortspiele – Véronique Michel (Frankfurt) / 中国在线：网络语言和文字游戏 – Véronique Michel（法兰克福）

27. April 2016/in Konfuzius-Institut Frankfurt,
28. April 2016 um 18:00 – 21:00

Die Einführung und rasante Verbreitung des Internets in China hat wesentlich dazu beigetragen, das Gesicht dieses Landes zu verändern. Es ist mittlerweile zu einem „Grundnahrungsmittel“ für rund 700 Millionen Internetnutzer geworden. Mit Genauigkeit, Intelligenz sowie Humor teilen Chinesen ihre täglichen Sorgen und Wünsche mit und beschreiben so die Vielfalt ihrer Gesellschaft. Dabei fließen die vielfältigen Metaphern sowie Symbole der chinesischen Kultur und Redewendungen sowie Bilder der chinesischen Sprache in die Schaffung von Neologismen, Slogans und Schlagwörtern ein. Hier verbindet sich lange Tradition mit Innovation und Kreativität.

Die digitale Welt und ihre Sprache ist eine bemerkenswerte Informationsquelle geworden. Sie hilft uns, die Entwicklung Chinas besser zu verstehen und unser bisheriges Verständnis von China in Frage zu stellen.

Véronique Michel befasst sich mit der Entwicklung von innovativen sowie kreativen pädagogischen Instrumenten für Fremdsprachen. In ihrer Forschungsarbeit konzentriert Sie sich auf die elektronische Sprache von Chinas 700 Millionen Internetnutzer, die, Ihrer Meinung nach, die Veränderungen der modernen Gesellschaft mit Genauigkeit, Intelligenz und Humor schildern. Darüber hinaus ist Véronique Michel Autorin von Büchern sowie Artikeln über die moderne chinesische Gesellschaft. So hat sie La Chine Branchee und La Communication a la Chinoise (beide Éditions Sepia) und China Online: Netspeak and Wordplay Used by Over 700 Million Chinese Internet Users (Tuttle Publishing) veröffentlicht.

中国对互联网引进和迅速推广极大地改变了中国的面貌。当今互联网对于近 7 亿网民来说 已成为了生活必需品。中国人每天都在细致、聪慧或是幽默的在网络上分享生活中的喜怒哀乐，描述他们身边多元化的社会。由于中国文化、俗语和文字图像的多种多样，人们可以极大地使用其比喻性和象征意义，从而在互联网上创造出新的词汇、标语及流行语。在这一层面上悠久的传统与革新、创造力结合了起来。

数字世界和它的语言成为了一个不容小觑的信息之源。它帮助我们更好的理解中国的发展，同时也在我们至今为止对中国形成的见解上打了一个大大的问号。

Véronique Michel 蜜雪儿：法国女作家，致力于研究外语的创新发展以及外语教育手段的改革。她尤其热衷于钻研中国七亿网民使用和创造出来的网络语言，在她看来，网络语言能够准确、幽默而俏皮递反映当代中国社会的变化。此外，Véronique Michel（蜜雪儿）还出版或发表了大量关于中国当代社会的书籍和文章，如：La Chine Branchee 和 La Communication a la Chinoise (Éditions Sepia)以及《中国在线：7 亿中国网民使用的网络语言和文字游戏》等。

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