

**Read the following text and answer the questions**

## **Want to Catch a Movie in China? You'll Have to Sit Through Propaganda Films First**

**Kevin Lui**

This summer, cinema-goers in China will be greeted by the many faces of its booming film industry at the start of every screening telling them about the Communist Party's latest directives and policy visions.

A series of four videos called *The Glory and the Dream — Our Chinese Dream*, billed as PSAs (Public Service Announcements) by authorities, have been playing in all theatres since July 1, according to an official notice posted Wednesday. They screen before local films and Hollywood blockbusters alike.

The propaganda clips "are aimed at helping the public better understand and accept the policies and visions of the Party," explains the State Administration of Press, Publication, Radio, Film and Television, which initiated the move.

Each of the four clips promotes one key slogan or idea emblematic of President Xi Jinping's administration: the "Chinese Dream," the "Core Values of Socialism," the "Four Comprehensives," and the catchily named "Five-in-one Overall Arrangement."

"Beijing seems determined to exercise ever greater control, injecting itself even into entertainment," says Kevin Carrico, a lecturer of Chinese studies in Macquarie University. "This grows out of the very simplistic and antiquarian nature of Beijing's propaganda [and] media system in contrast to the complexity of contemporary Chinese society."

Up to 32 Chinese celebrities — including A-listers like Jackie Chan and Li Bingbing, as well as Donnie Yen, late of *Rogue One* — have been recruited to make the Party's message more digestible for audiences. [They all took part in filming pro bono (not for profit), according to authorities.]

"Only when the country and the nation fare well, will everybody fare well," a grinning Chan says to the camera against a grey backdrop. "Only when everyone fights for a beautiful dream, can they come together with the tremendous power to realize the Chinese dream," he continues.

"Whatever your occupation, you're giving power to the Chinese dream as long as you can face the country, social, the nation and the family," a smiling Li — featured in *Transformers: Age of Extinction* — tells the audience.

Yen, meanwhile, is among many other who recite verses written in classical Chinese; some of the text dates back to the Confucian period, while the couplet Yen reads was written by Mao Zedong.

"There is some degree of sophistication to this latest propaganda salvo," says Willy Lam, a long-time China observer at the Chinese University of Hong Kong. "The fact that the Chinese dream-related slogans are spoken by well-known movie and cultural personalities might attract the attention of a part of the audience."

Adds Willy Lam: "Most Chinese, especially young people, are very fed up with in-your-face state propaganda. It's doubtful whether cinema-goers will actually pay any attention to the slogans."

But even state-run media acknowledge that response to the move has been mixed at best. While the tabloid *Global Times* cited some favourable reviews, it also quoted a theatre employee saying that many ticket-holders came late just to skip the clip.

"The million dollar question," Kevin Carrico tells *TIME*, "is when people will get [openly] tired of this."

0	<p><b>If you want to watch a movie in the cinema in China ...</b></p> <p>a. you have to skip ads. b. you have to watch propaganda films first. c. you have to watch governmental ads at the end of every session.</p>	B
1	<p><b>These series of short films are ...</b></p> <p>a. advertised by authorities. b. promoted by the booming Hollywood. c. greeted by the Communist party voters.</p>	
2	<p><b>The videos started ...</b></p> <p>a. at the beginning of June. b. on Wednesday. c. at the beginning of all movies.</p>	
3	<p><b>The intention of the Government is to ...</b></p> <p>a. educate people in the teachings of the Party. b. entertain while informing. c. help people understand the movies.</p>	
4	<p>The fourth video's name has been titled in a(n) ...</p> <p>a. dull way. b. tricky way. c. engaging way.</p>	
5	<p>Beijing's ...</p> <p>a. propaganda was already complex and contemporary. b. government already exerted some control. c. society was simplistic.</p>	
6	<p><b>The group of 32 people ...</b></p> <p>a. are all top professionals. b. are on a special list. c. includes some major authorities.</p>	
7	<p><b>The celebrity actors have ...</b></p> <p>a. been paid by the Government. b. donated their performances. c. given a strong touch to the message.</p>	
8	<p><b>According to a smiley Jackie Chan, ...</b></p> <p>a. if the country does a good job in entertaining, people will do well in their professions. b. if the country has good fortune, people will have good fortune. c. everyone can achieve beautiful dreams.</p>	
9	<p>Willy Lam ...</p> <p>a. welcomes this last propaganda. b. thinks the campaign can have a negative impact. c. is a bit skeptical about this propaganda.</p>	
10	<p>The move has been greeted with ...</p> <p>a. mixed feelings. b. a positive reception. c. a cold welcome.</p>	