HuaYu BEST Mandarin Language and Culture Promotion @ CSULB



臺灣優華語計畫





臺灣優華語
華語暨文化推廣計畫 @
加州州立大學長堤分校



臺灣優華語計畫

Mandarin Chinese a vibrant and culturally rich form of standard Chinese that connects millions of people worldwide.

Huayu BEST Program

launched by Taiwan's Ministry of Education via university partnerships between those in Taiwan and those around the world

promotes Mandarin Chinese language learning globally

enhances the quality of Mandarin education

fosters cultural exchange

expands the global reach of Taiwan’s language education resources

臺灣華語教育資源中心
Taiwan Mandarin Educational Resources Center

銘傳大學
亞洲第一所美國認證大學
MING CHUAN UNIVERSITY
The First U.S.-Accredited University in Asia

華語，又稱現代標準漢語（Mandarin Chinese），是一種充滿活力且富有豐富文化內涵的語言，連結了全球數以百萬計的人們。

臺灣優華語計畫

- 由臺灣教育部發起，透過臺灣與全球各地大學建立合作夥伴關係。
- 在全球推廣華語學習
- 提升華語教育品質
- 促進文化交流
- 擴大臺灣語言教育資源的全球影響力

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MCU x CSULB institutional collaboration since August 2025

mutual student exchange programs for 20+ years

Ming Chuan University

- comprehensive university based in northern Taiwan
- 17000+ student enrollment, from 60+ countries any given year
- 11 Colleges/Schools
- 8 English-instructed degree programs
- Bachelors, Masters, Doctoral programs



銘傳大學（MCU）x 加州州立大學長堤分校（CSULB） 自 2025 年 8 月起展開校際合作，且雙方已推動互惠學生交換計畫超過 20 年。

銘傳大學（Ming Chuan University）

- 位於北臺灣的綜合大學
- 在校學生超過 17,000 人，每年學生來自 60 多個國家
- 設有 11 個學院
- 提供 8 個全英語授課學位學程
- 設有學士、碩士及博士學位課程
- 校區通過認證，分布於臺灣、泰國及美國

Taiwan Huayu BEST:
Ming Chuan University (MCU) × CSULB

Summer Program <> Online Partner Program <> Study-in-Taiwan Scholarship

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Online Learning Resources

… for example …

Learn Mandarin with TaiwanPlus www.youtube.com/@TaiwanPlusMandarin

What's the Word? "Tea"
Homophonic Humor
"Tea" (茶): History Told by the Mandarin Character | What's the Word? - YouTube Homophonic Wordplay Is Taking Taiwan By Storm! | Homophonic Humor

臺灣優華語計畫
：銘傳大學 x 加州州立大學長堤分校（CSULB）

暑期學程 <> 線上夥伴學程 <> 赴臺留學獎學金

Summer Program <> Online Partner Program <> Study-in-Taiwan Scholarship

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線上學習資源

… 例如 …

和 TaiwanPlus 一起學華語 www.youtube.com/@TaiwanPlusMandarin

這個詞怎麼說？「茶」
「茶」：從漢字看歷史｜這個詞怎麼說？- YouTube

諧音幽默
諧音哏席捲臺灣！｜諧音幽默



Short-term Taiwan Mandarin Language and Culture Program

Scholarship Amount:

- NTD 28,000 (approximately USD 900, subject to exchange rate)

Disbursement:

- Scholarships are issued based on participation in a one-month Summer Taiwan Study Tour led in July by CSULB Professor Xiaowen Wu, a faculty member in the CHIN track of the Asian Asian American Studies Department. For further details on the 2026 short-term program, contact Professor Wu at Xiaowen.Wu@csulb.edu



短期臺灣華語文暨文化學程

獎學金金額：

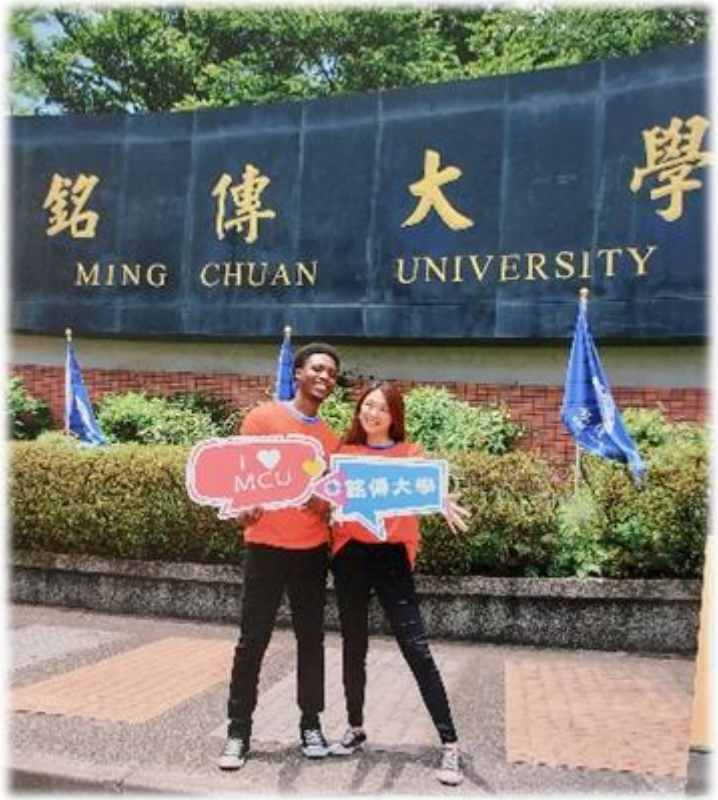
- 新臺幣 28,000 元（約折合 900 美元，實際金額依匯率變動而定）

發放方式：

- 本獎學金之發放，係依據是否參與 7 月份由加州州立大學長堤分校（CSULB）亞洲與亞裔美國人研究學系中文組吳曉雯教授所帶領的「為期一個月的暑期臺灣參訪團」。欲了解 2026 年短期學程的更多詳情，請透過電子郵件與吳教授聯絡：Xiaowen.Wu@csulb.edu。

Online Mandarin Chinese Language Partner Program

- 50-minute online language partner slots are available to CSULB students on a first-come first-serve basis, at NO COST!
- Learning Benefit: Non-formal conversational Mandarin Chinese practice for anyone interested in learning the language or improving fluency
- Socio-cultural Perk: Language Partners are MCU students in Taiwan; you can interact with youthful peers in a low-stress online environment, learning language and culture from the perspective of someone in your generation.
- No restrictions on major, year of study, or GPA: All who are



線上華語語伴計畫

- **免費提供！** 加州州立大學長堤分校學生可以報名每次 50 分鐘的線上語伴時段，名額有限，先到先得。
- **學習效益：** 專為對學習華語或想提升流利度感興趣的人設計，提供非正式的華語會話練習。
- **社會文化福利：** 你的語伴將由臺灣銘傳大學的學生擔任。你可以在低壓力的線上環境中與年輕同儕互動，從同世代人的視角來學習語言與文化。
- **無科系、年級或 GPA 限制：** 歡迎所有感興趣的同學前來申請！



Study-in-Taiwan Scholarship Program

Scholarship Amount: NTD 28,000 per month (approximately USD 900 monthly, subject to exchange rate)

2~12 months



Eligibility

- **Student Status:** Limited to students currently formally enrolled at CSULB.
- **No Academic Requirements:** No restrictions on major, year of study, or GPA. All who are interested are welcome to apply!

Full Tuition Waiver for MCU Mandarin Studies and Culture Center (MSCC)*

- The standard tuition for one term (3 months) of Mandarin courses is NTD 28,000. For scholarship students, this tuition is completely waived.
- Since tuition is fully waived, the full monthly scholarship of NTD 28,000 can be used entirely for living expenses.

赴臺留學獎學金計畫

獎學金金額： 每月新臺幣 28,000 元（約折合每月 900 美元，實際金額依匯率變動而定）

2~12月

申請資格

- **學生身分：** 僅限目前正式註冊就讀於加州州立大學長灘分校之學生。
- **無學術條件限制：** 無科系、年級或 GPA 限制。歡迎所有感興趣的同學前來申請！

銘傳大學華語文教學中心（MSCC）學費全免優惠*

- 華語課程一期（3 個月）的標準學費為新臺幣 28,000 元。獲獎學金之學生將獲完全全免。
- 由於學費已全額減免，每月獲頒的新臺幣 28,000 元獎學金可全數用於生活開銷。





Join in the Mandarin adventure!



加入這場華語冒險之旅吧！