

PLAIN CHINGLISH

offers an insightful look at misuses of the English language in Chinese street signs, products, and advertising. A long-standing favorite of English-speaking tourists and visitors, you can enjoy 100+ brand-new examples of this unique cultural heritage from the comfort of your own home.



Oliver Lutz Radtke is the author of *Chinglish: Found in Translation* and *More Chinglish: Speaking in Tongues*. As a writer, journalist, and project manager at a private German foundation, Oliver strives for better understanding between China, Europe, and the US. You will often find him on a plane to Beijing and his discoveries at www.chinglishmuseum.com.



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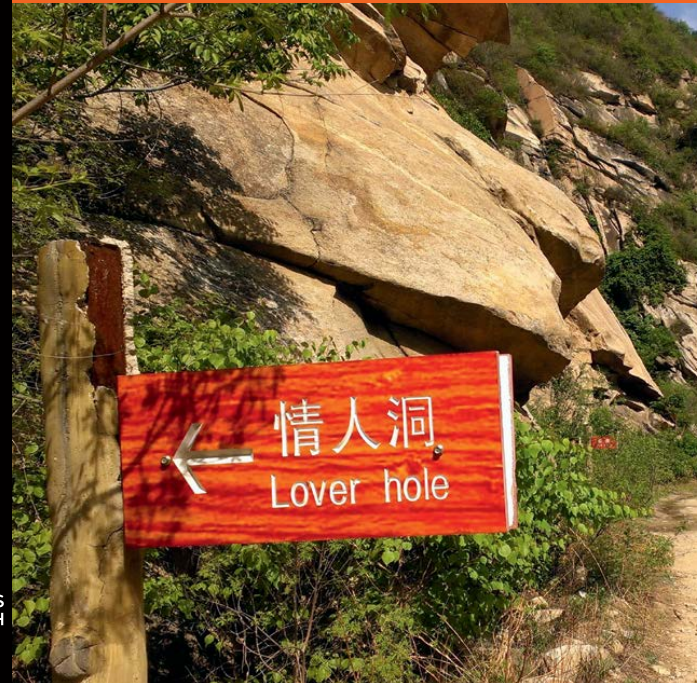
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CONTENTS

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Introduction **I**

Interview with Professor David Moser **5**

Notices and Reminders **9**

Public Services **27**

Public Education **37**

Tourism **51**

Directions **59**

Menus **69**

Commercials and Products **81**

In Praise of Chinglish **100**

Photo Credits **104**

Acknowledgments **105**



NOTICES AND REMINDERS

State or non-state notices are usually serious business: things you have to know, orders you have to follow, behavior that is forbidden. Their layout is usually either text-heavy or very short and the tone is formal and strict. Reminders—also the ones issued by state actors such as police—come rather light-handed with cartoon faces and sweet vocabulary. Many reminder signs alert you to *zhuyi* (pay attention) to safety or be generally *xiao xin* (cautious), often about your head or variations of that body part. Corporate management signs have replaced a lot of caution signs previously issued by the state, highlighting the continuing trend of commercialization of public space.

