

WHAT IS THE WOR\_



# Project description

Use the visual shape and character to wit and humorously introduce some jokes that international students (mostly, myself) made due to language and cultural background differences.

Perhaps, there might be this kind of situation, like there is some feeling, some thought, some word you suddenly forgot the right description.

"What is the word....?"

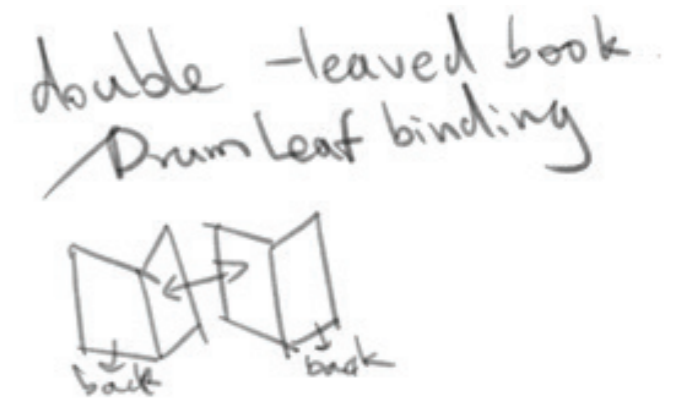
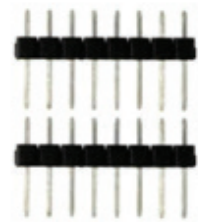
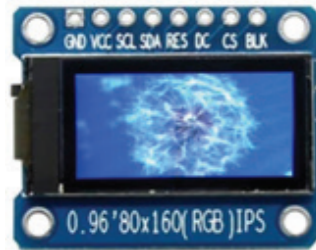
As a foreign speaker, this kind of situation may be trickier.

"Language is essentially a concept, a voice to represent something."

The difference could appear in area like accent, metaphor, culture background and etc.

# Cover Design

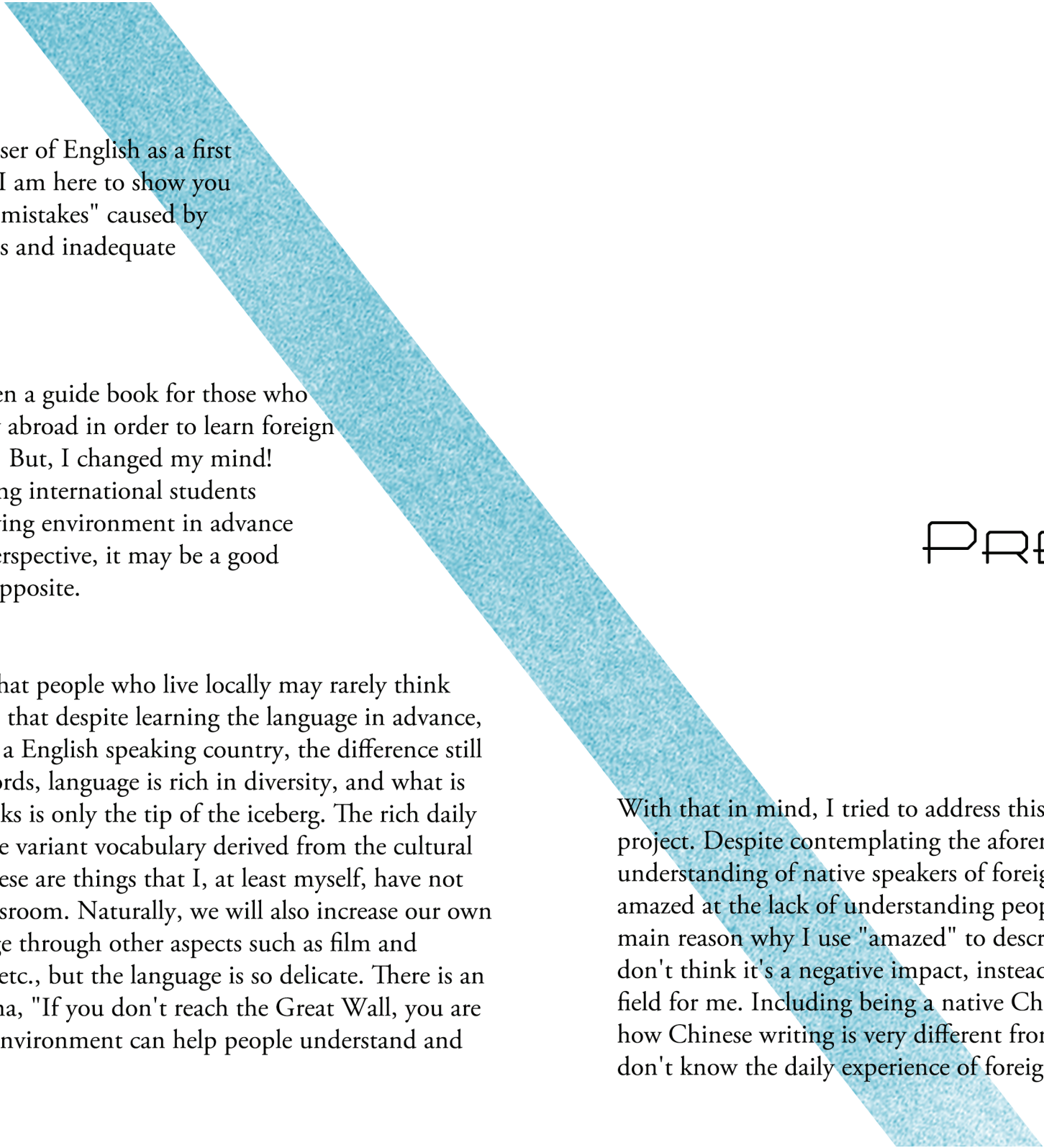
A self-contained, rechargeable and as thin as possible display terminal, the screen size is about 130mm x 20mm (it will be part of the cover of a book), the monochrome display plays "what is the wor\_", and then is input as an underline part of it flashes and plays, as if people are stuck here and don't know how to type the next word.



Why is there such a title:

The modern version of the pen forgotten may be a daze in the face in front a blank input box. Sometimes I lose inspiration. Sometimes I want to point out the situation: Forgot how to spell a word, or can't find a word to correctly describe the correct expression.





As a learner and user of English as a first foreign language, I am here to show you some interesting "mistakes" caused by cultural differences and inadequate language learning.

This may have been a guide book for those who are about to study abroad in order to learn foreign languages like me. But, I changed my mind! Rather than helping international students understand the living environment in advance from their own perspective, it may be a good choice to do the opposite.

Because I realize that people who live locally may rarely think about it, or realize that despite learning the language in advance, once you come to a English speaking country, the difference still exists. In other words, language is rich in diversity, and what is learned in textbooks is only the tip of the iceberg. The rich daily vocabulary and the variant vocabulary derived from the cultural fusion abound, these are things that I, at least myself, have not learned in the classroom. Naturally, we will also increase our own relevant knowledge through other aspects such as film and television, music, etc., but the language is so delicate. There is an old saying in China, "If you don't reach the Great Wall, you are not a hero." The environment can help people understand and learn faster.

## PREFACE

With that in mind, I tried to address this issue in a talk early on in the project. Despite contemplating the aforementioned differences in the understanding of native speakers of foreign languages, I am still amazed at the lack of understanding people have in this regard. The main reason why I use "amazed" to describe how I feel is because I don't think it's a negative impact, instead of that it's a relatively new field for me. Including being a native Chinese speaker, I only know how Chinese writing is very different from Western languages, but I don't know the daily experience of foreigners living in China.

Hey

Hi there

Top of the morning

Greeting

Hiya ☺

ΑΗΘΥ

-How are you?

-I'm fine thank you and you?

What's up

Good Morning!

**HOWDAY**

*GOOD DAY!*

**WHAT'S HAPPENING!**

#Morning

Hi

*HIGH FIVE!*

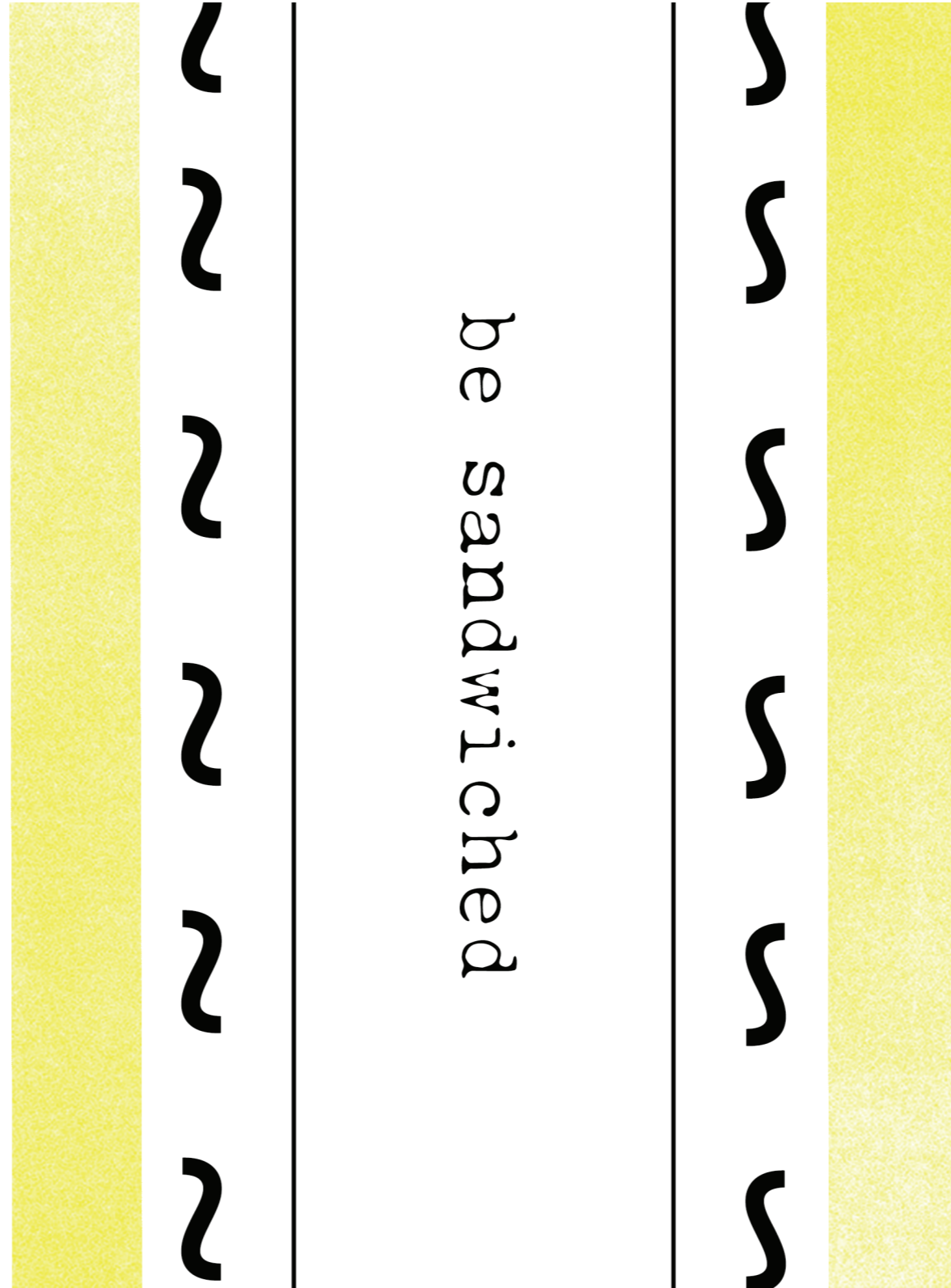
HELLO?

The basic greetings learned in the textbook are mainly divided into time greetings and basic greetings. Good morning, good afternoon, good night and the most classic, even the "-how are you? -I'm fine thank you, and you?" that got deep into my brain. Just as some regional greetings in northern China use "have you eaten" instead of "how are you" as a more everyday greeting, there are many ways of greeting in English.

**#Proverbs,  
proverbs,  
proverbs....**

A phrase that is hard to understand without knowing the story behind , and that is proverbs.

Sometimes at a gathering of friends, when someone speaks a suitable saying everyone usually laugh together. Others laugh because they think it is appropriate, and I laugh because I see my friends are very happy, so I am happy too.



## #Brunch

Two English words can be combined into one. In modern Chinese, this situation occurs less often. If two similar words are merged together, the word itself will become longer and the characters will increase. For example, brunch, a meal between breakfast and lunch. In Chinese they correspond respectively to 早餐 and 午餐, and the combined word would be 早午餐.

Breakfast

Lunch

Brunch

hungry

angry

hangry







# Put up your...

J A W

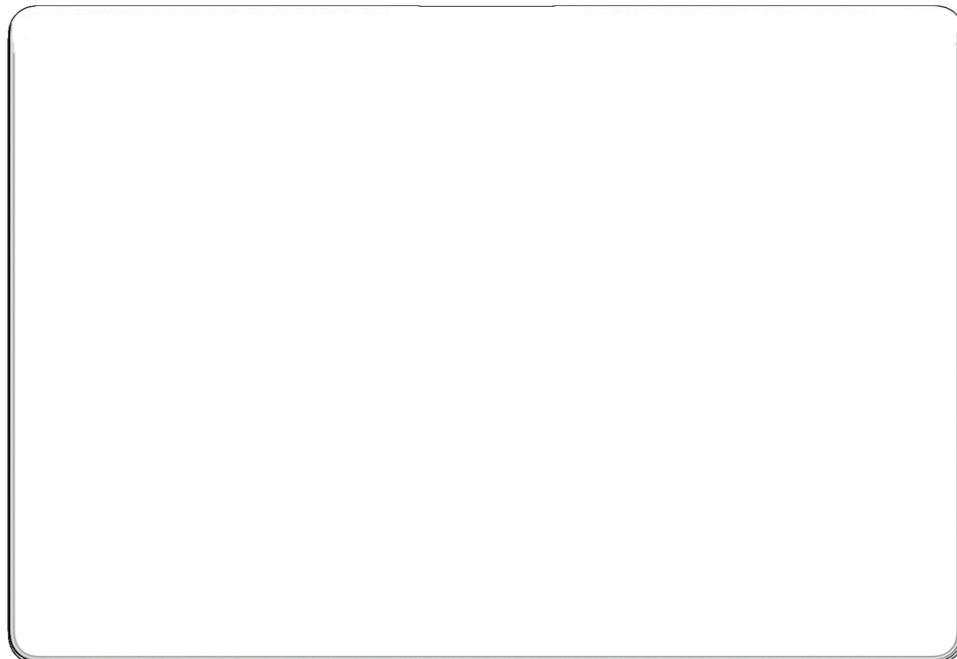
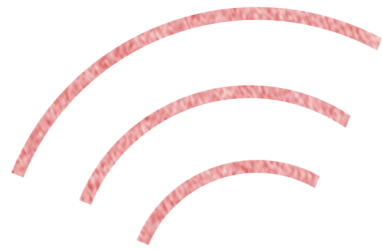
Park? Jar? Bar?

Rwa

J...? ow...aw?

HOW..! Meow...?





~~Hi,~~

~~Hello,~~

~~Morning,~~

Dear sir/madam,

~~I want to~~

~~Is that possible if~~

How are you! It's been a while since last time we meet, is there everything okay?

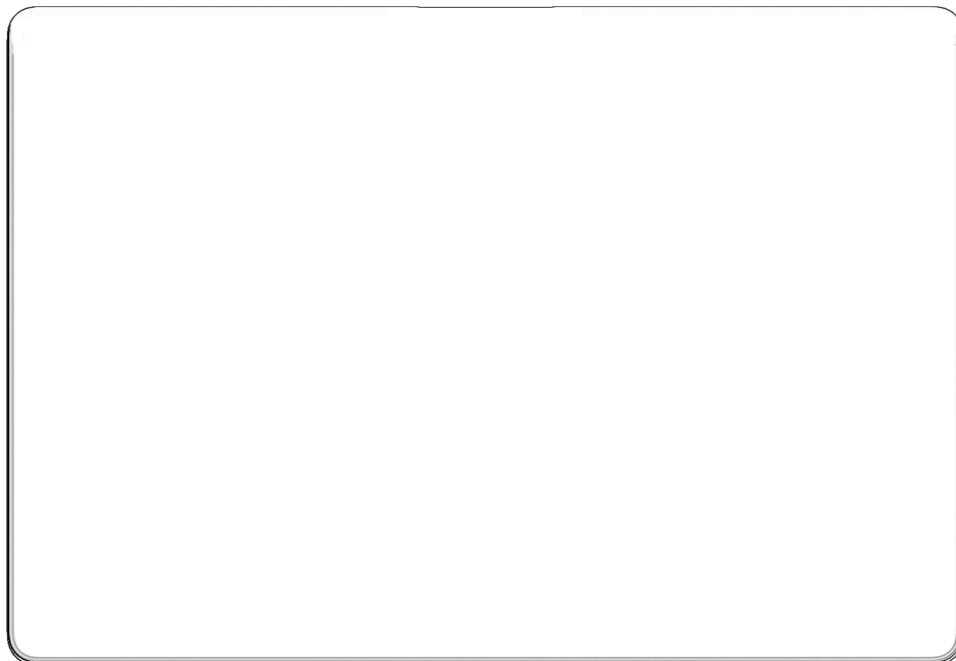
... ..

Its not a big thing, and I wasn't in a hurry... just wonder if when could I get □□?

Wish you have a wonderful day!

Yours

Someone doesn't matter



~~Hi,~~

~~Hello,~~

~~Morning,~~

Dear sir/madam,

~~I want to~~

~~Is that possible if~~

How are you! It's been a while since last time we meet, is there everything okay?

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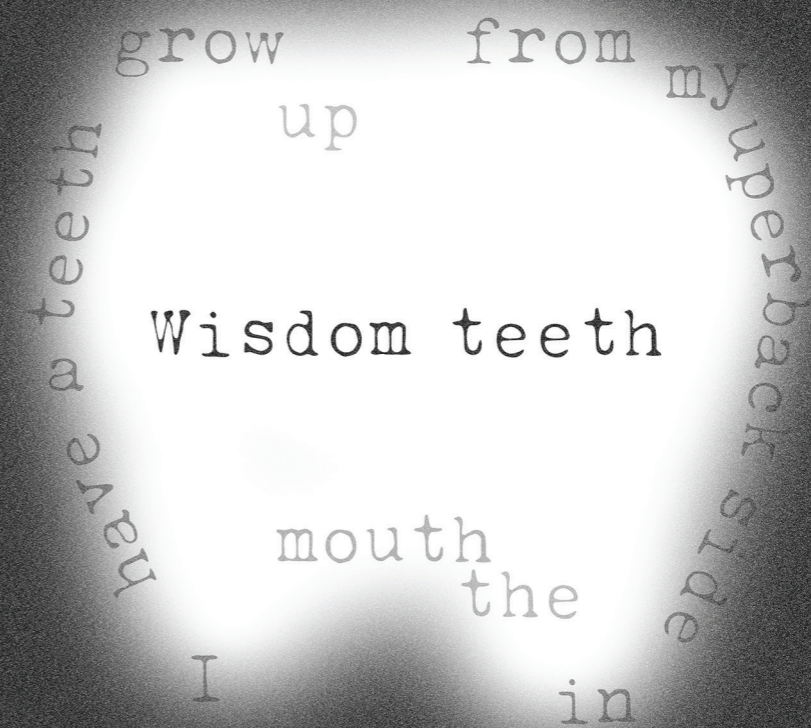
Someone doesn't matter

Typography is the art and  
technique of arranging type  
to make written language  
legible, readable and appealing  
when displayed.

Typography is the art and  
technique of arranging type  
to make written language  
[redacted] readable and [redacted]  
when displayed.



The matter of forgetting words should not be limited to the premise of using a second language, but when you subconsciously use a long sentence to describe a word that you have forgotten, you may occasionally feel a little embarrassed. —Well, as long as it is understandable, no points will be deducted for not using the most efficient vocabulary, right?

A glowing circular graphic with a white-to-gray gradient, centered on a dark background. The text "Wisdom teeth" is prominently displayed in the center. Surrounding it are several words and phrases arranged in a circular pattern, including "grow up from my", "upperback side", "mouth the", "I in", and "have a teeth".

grow up from my  
Wisdom teeth  
upperback side  
mouth the  
I in  
have a teeth

vετqprey



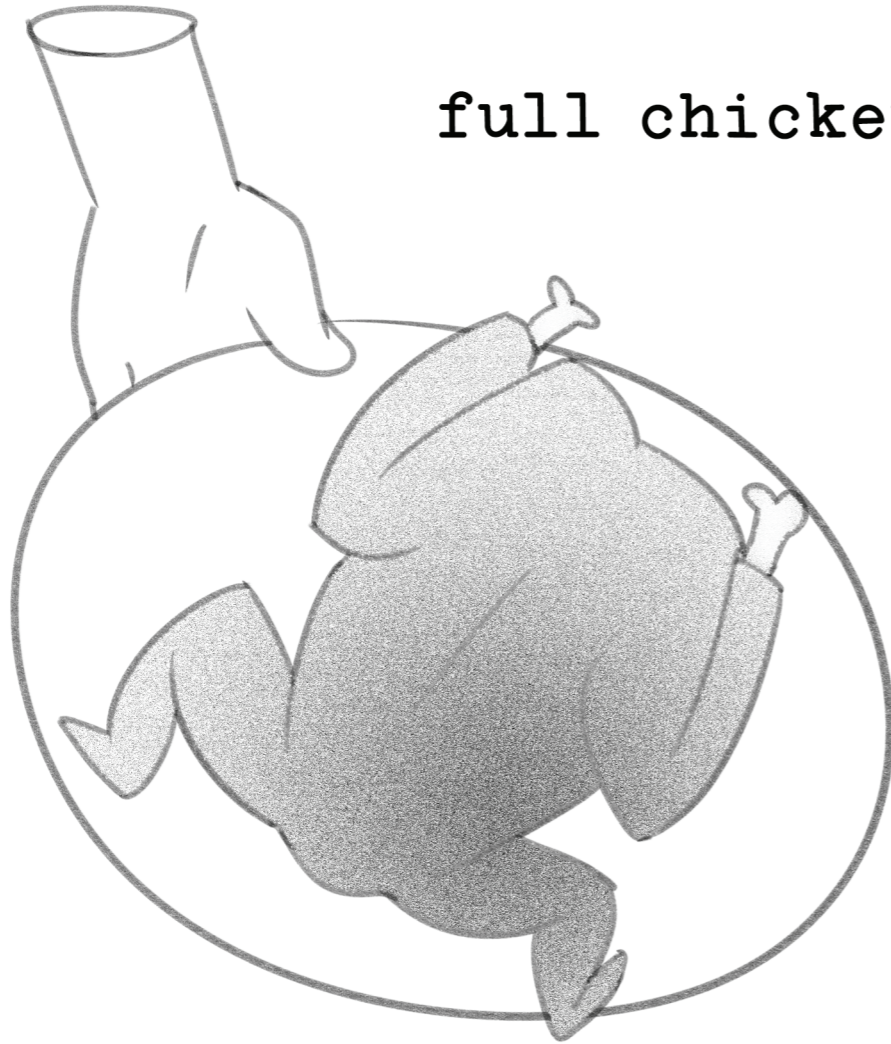
"something that I could put into tea or  
on the bread, the color is normally yellow  
and its sweet and yellow."

feng mi  
蜂蜜



1/4 chicken?

full chicken?



Visiting my favorite restaurant again, I decided to reward myself for my recent efforts by ordering the restaurant's famous roast chicken.

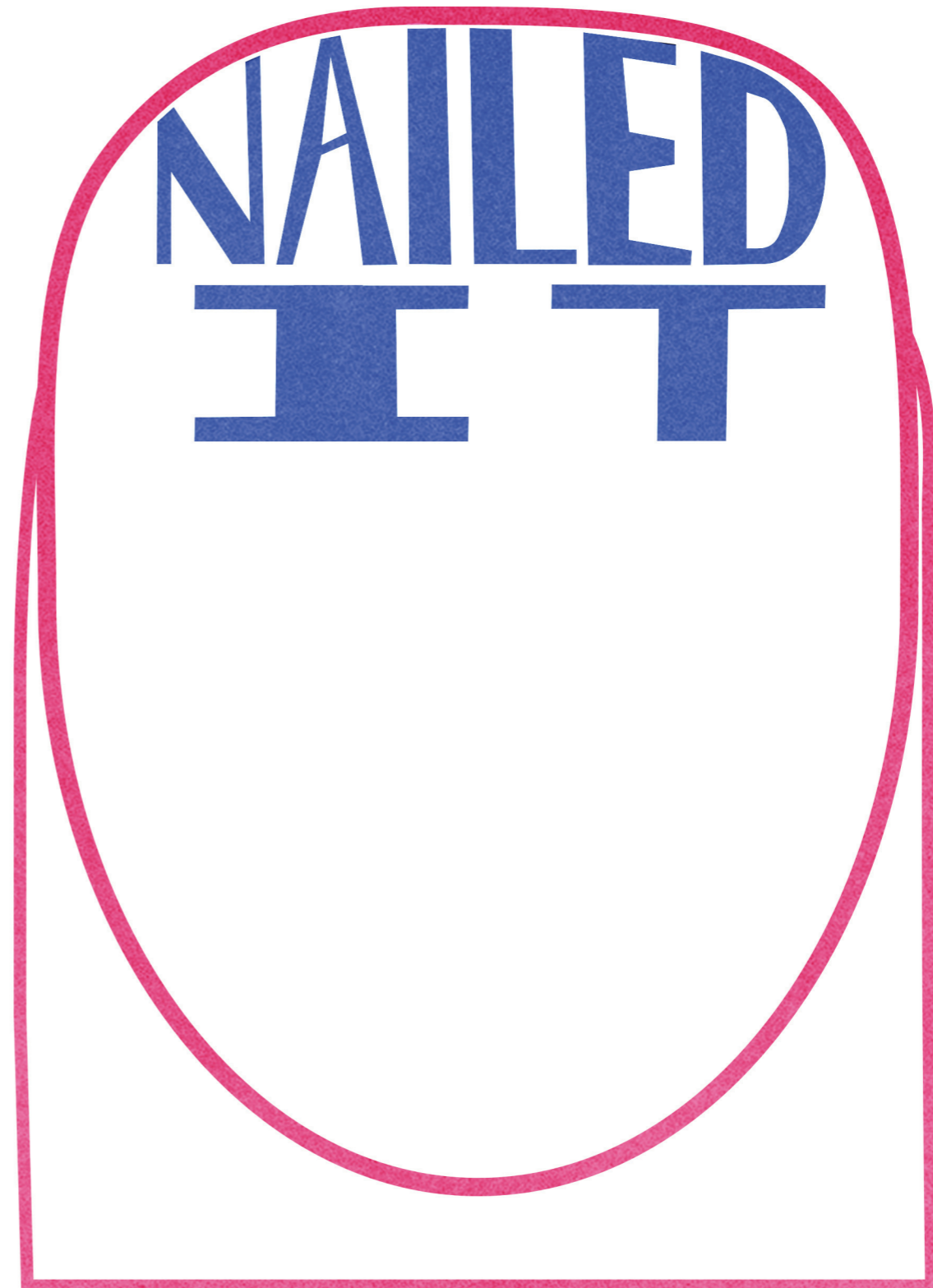
"One four chicken, please." I said

"Whole chicken?" the waiter asked me, looking uncertainly.

"Yes, please," I looked at the menu and was delighted to find that there was yogurt for dessert in the restaurant.  
"For dessert, a yogurt, please ."

Even when paying I didn't realize I seemed to order something wrong until the waiter brought a steaming whole chicken.

nailed it.



In the time I spent at UCA, apart from professional knowledge, one of the biggest things I have learned is to be cautious and make mistakes. These two things may sound contradictory, but in the early stage of research, as long as we have enough accumulation, we can confidently and boldly imagine experiments for projects. In my childhood, making mistakes is a negative thing, it means embarrassment, shame, no matter how big or small, even being caught wearing the wrong pair of socks, sometimes it sounds like heaven

The same is true of learning to use a foreign language. Beginners are tremblingly walking a tightrope in an unfamiliar environment, for fear of falling into a bottomless abyss and shattering their bones. Assuming little success, the occasional slip of the tongue can be embarrassing. All kinds of worries, for people who grew up in a similar environment as me, hindered the practice of foreign languages to some extent, hindered the improvement of oral English - because they were too worried so that some people rarely spoke.

In the past three years, I also made a lot of language-related jokes, and also caused communication obstacles for various reasons.

But is there any problem? I am here to learn, and everyone is here to learn.

In the spirit of having fun through hardship, I present some of my experiences to you as a graduation project. What I want to express is that mistakes are not all fatal and terrifying. Reflecting on mistakes and constantly improving and progressing is the answer to mistakes. some face.

Of course, there is also a reason to choose this theme because I hope that my work, as always, can bring some fun to everyone. Life is too short, so smile, for you and me who met on the life journey.

Qiaochu Liu  
Violet

人生苦短，  
所以笑一笑吧，  
为了旅途中相遇的你我。



what

Is

The

Wor\_