

# Character Builder 您好嗎？

The basic unit of the Chinese language is the *zi* (字), i.e. a Chinese word. Each *zi* has a written form (called a character, made up of strokes), a sound (made up of consonant and vowel) and a meaning (or multiple meanings). When we speak or write Chinese, we string *zi* together to form terms, phrases and sentences.

## This week: Words about management

策

(radical 竹 *zhu* = bamboo)  
Pronunciation: *ce* (Putonghua, 4<sup>th</sup> tone), *chaak* (Cantonese, 6<sup>th</sup> tone)  
Basic meaning: policy, strategy, tactics

策 originally meant bamboo horse-whip: 策馬 (*ce ma* = whip/ride~horse). 驅策 (*qu ce* = drive~whip) means order/control/drive people. 計策 (*ji ce* = calculation~plan) = smart idea/trick/plan. CEOs 策劃 (*ce hua* = plan~sketch = draw-up) company's 策略 (*ce lue* = policies/strategies). Cadres 策動群眾 (*ce dong qun zhong* = drive~move~crowd~many = mobilize the masses).

Rebels 策反 (*de fan* = initiate~revolt). King asks ministers: “有何對策?” (*you he dui ce?* = Has~ what~fight-back~plans?) Generals propose 攻守策略 (*gong shou ce lue* = offensive~defensive~plans~strategies).

Rulers draw up 國策 (*guo ce* = national policies), but 老子 (*Lao-zi*, father of Taoism) suggested 無為而治 (*wu wei er zhi* = no~doing/action~and~rule = “No policy is good policy”).