

## Chinese Children Author Profile

**Yang Hongying**

杨红樱

**And Title List**



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## Table of Contents

About Yang Hongying.....	1
1. 熊猫日记(Panda's Diary Series).....	6
2. 男生日记 (Diary of a Boy) .....	11
3. 女生日记 (Diary of a Girl) .....	13
4. 成长系列 (Trilogy About Growth by Yang Hongying) .....	15
5. 笑猫日记 (Xiao Mao Ri Ji).....	17
6. 淘气包马小跳 (Tao Qi Bao Ma Xiao Tiao).....	21
7. 杨红樱童话系列 (Yang Hongying Fairy Tale Collection) ..	24
OpenBook Market Projection .....	34
Updates (December 2019):.....	36

## About Yang Hongying

Yang Hongying is one of the most successful and popular Chinese children authors in modern time. Yang Hongying is currently the Vice-Chairman of the Sichuan Writers Association, and actively engaged in writing children's fiction.



Yang grew up in Chengdu, the capital city of Sichuan province in southwest China and became

a Chinese language teacher at a local primary school at the age of 18. Yang began to publish children's literature at the age of 19. After her first year on the job, she began writing on children's fiction, in order to supplement students' reading material.

Madam Yang's children's books have been enthusiastically embraced by Chinese children over the past two decades, making her as the most admired author among Chinese children. She has published over 120 stories, including fables, novels, and short stories. To date, she has sold about 160 million copies.

## Representative Works by Yang Hongying

In August 2000, *Diary of a Girl* was published by Writers' Publishing House. It was one of Yang's famous works and her first bestseller. In 19 years, this beautiful diary of a young girl has been printed hundreds of times and this individual book sold closed to 3 million copies in China. It is known as the "Enlightenment of Modern Girls' Growth". Other famous works of hers include the Mo's Mischief series starting in 2003 (or *Tao Qi Bao Ma Xiao Tiao* in Chinese pronunciation, or *Naughty Boy Ma Xiaotiao*) and the Diary of a Smiling Cat series (or *Xiao Mao Ri Ji* in Chinese pronunciation) starting in 2006. She has also written best-selling fables and scientific fairytales.

Yang really understands children and has always been discovering and thinking about the specific childhood problems in the context of the way Children think about themselves. She has decoded children's innocence with the modern view of children, helping to liberate children from required reading, and creating and retaining a healthy spiritual home for children in modern time. Her style of writing is humorous and relaxed. Her themes and narrate the joys and sorrows of urban children in a way that is attractive to children. The combination of fairy tale and novel, literature and education has both implications on

imagination and implication on the reality of life.

## **Awards and Recognition**

Madam Yang has become a leading cultural image in China.

Yang has earned numerous awards for her work, including:

- 2014 nominated as Hans Christian Andersen Award
- the 2011 Publication Project Award for *The Green Dog's Village*,
- the 2010 Best Children's Literature Award for *Mo's Mischief*,
- 2009 Annual Best 30 Books for *Diary of a Smiling Cat* series,
- 2009 Bing Xin Children's Book Award, founded in 1990, is the only international award for Chinese children's literature and art in China,
- Other awards by Chinese authority.

Her famous series *Diary of a Smiling Cat*, the work was recognized as:

- 2014 the gold award of World Copyright Works by WIPO,
- 2010 Most Beloved 50 Books
- 2009 Most Meaningful Book to Read, announced by CCTV and China Book Commercial Daily,
- 2010 Second Government Award for *The Black*

*Afternoon,*

- the second of Chinese Excellent Publication Award,
- the Best Children's Book Of The Year Award in China for three consecutive years
- an excellent reading material recommended by Chinese government,
- The 8th Copyright Excellent Book Award of China, and
- Selected into the second "Three 100 Original Book Publishing" project of China Press And Publication Administration

She was praised by Chinese teenagers as the most favorite children's literature author. Her "Growing up" Series has won many awards and national recognition:

- A chapter from *Diary of a Girl* has been selected as an experimental Chinese textbook for primary schools in China;
- *Diary of a Boy* won the National Bestseller Award in 2003,
- *Beautiful Teacher and Bad Boy* won the National Best Seller Award in 2004, and was listed in "China New Century Education Library-100 Kinds of Recommended Reading Books for Primary School Students".

## Public Comments

Cited in the South China Morning Post, "Yang has a knack for entering children's inner world with her writing - she can decode childhood," says Wang Shuli, an editor at Writers' Publishing House who first brought the writer to national attention in 2000.

Besides, cited from Xinhua.net, Zheng Zhong, president of Zhejiang Literature and Art Publishing said, "The writer of children's fiction should have an awareness of childhood, as Yang does. Her background in child psychology shines through in her books."

"The responsibility of a children's writer is to write in a way that is interesting and easy to read for them. That way, they can fall in love with reading," said Yang.

## 1. 熊猫日记(Panda's Diary Series)

Suitable for Ages 3-5

### English Translation:

#### Panda's Diary

"Panda's Diary" is a series of enlightenment picture books specially designed for preschool children. The hero of the story is a Chinese giant panda named Mimi. Panda Mimi has a pair of eyes with which he can see any details. He discovers the beauty and secret of the nature in the four seasons, increasing his knowledge and improving his ability to survive. By following the story of Mimi, children can improve their cognitive ability, imagination ability, analytical ability, and judgment ability.





## First Season in the Series:

### The Story of spring



#### 1. 《我是中国大熊猫》 I am Panda from China

Panda is the rare animal in the world, the national treasure of China and the ambassador of international friendship. All children like pandas very much. As for me, I am panda Mimi and I like bamboo best. Hey, kids, welcome to my diary.



#### 2. 《醒来了》 Woke Up

There were peals of thunder in the sky, which made panda Mimi feel very frightened. At this time, frog Guagua was awakened by the thunder and jumped out of his hole by the stream. He told panda Mimi not to be afraid, it is the spring thunder, the spring is coming, and all the hibernating animals will wake up.



#### 3. 《花儿朵朵开》 Blooming Flowers

The mellow spring comes, panda Mimi and frog Guagua come out to admire the flowers: the winter jasmine ushers in the spring; the endless rape flowers stretch to the edge of the field; and magnolia flower come into leaf

after blossoming! Oriental cherry blossoms! Peach flower blossoms! Pear flower blossoms!



4. 《从小长大》 Grow Up

Panda Mimi and frog Guagua go swimming in the river together. They meet a group of small tadpoles, and frog Guagua tells Mimi that he was a small tadpole when he was a child. Mimi is very surprised. And Guagua is also very surprised that Mimi said that he looked like a little mouse when he was born.

5. 《吃得饱，长得好》 Eat Well and Grow Well

Panda Mimi likes to eat bamboo, especially small bamboo- bamboo shoots! What other animals like to eat? Frogs like to eat pests in the field; birds like to eat bugs; squirrels in pinewood like to eat pine cones; tigers in the mountains like to eat meat; what about Baobao and Beibei? They like to drink milk and have meals, as well as fruits and vegetables.





6. 《我爱我家》 I Love My Family

There is a big tree in the bamboo forest, and a tree hole under the tree. It is the home of panda Mimi and his mother. Where are homes of other little friends? Birds live in the tree, ants live under the ground, big sharks live in the sea, and Baobao and Beibei live in the building, which is full of warm and love.

7. 《漂亮衣服》 Beautiful Clothes

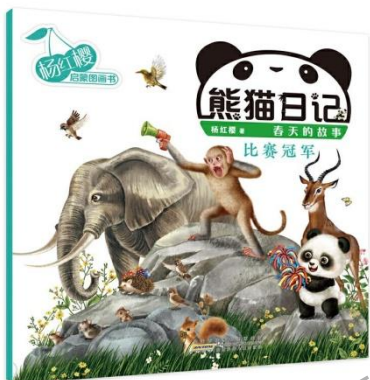
Panda Mimi is not afraid of the cold as he wears a thick black & white pattern clothes, so do the zebras; leopard wears beautiful and colorful clothes; hedgehog has no beautiful clothes, but his clothes is his weapon. What about Baobao and Beibei? They wear different clothes at all seasons.

8. 《清明节》 Qingming Festival

Today is April 5, the Qingming Festival. The mellow spring is suitable for spring outing. Panda Mimi accompanies frog Guagua to visit the grave of his mother. They see people flying kites, swinging, planting saplings at the Qingming Festival. Baobao and Beibei eat delicious wild vegetables



steamed bun on the day.



9. 《比赛冠军》 Game Winner  
Spring is just in time, frog Guagua is going to participate in high jump and long jump, so Mimi practices with him every day. The day of the game comes, athletes from all over the world gather together. Cheetah runs fast and wins the spring championship. Elephant uproots the big tree and wins the Hercules championship.

Competitors of Frog Guagua are powerful, can he win the championship?



10. 《我想上幼儿园》 I Want to Go to Kindergarten  
Panda Mimi wants to know how human spend their childhood, so he and frog Guagua go to kindergarten with Baobao and Beibei. There are many children in the kindergarten. They happily sing and play games together. Baobao and Beibei love to go to kindergarten, and panda Mimi also wants to go to kindergarten.

## 2. 男生日记 (Diary of a Boy)

Suitable for ages 8-15

**English Translation:**

***Diary of a Boy***

Yang Hongying's novels use simple, plain language, and the first-person narration style of *Diary of a Boy*, allows readers to easily experience the feelings only found in this stage of life.

*Diary of a Boy*, a sequel to *Girl's Diary*, records Wu Mian's wonderful and unforgettable summer life after graduation: he joined his father on a journey to Tibet. In addition to this new and exciting adventure, he has also completed a spiritual conversation between a man and a boy.

Yang Hongying succeeded in shaping Wu Meng's image of a small but manly boy with



personality, responsibility and adventurism, especially highlighting the most valuable qualities of a charming boy: humor and creativity. As of December 2019, this book with multiple editions over decades has projected sales close to 2 million copies in China.

Yang noted, “I especially hope that the boys will learn to respect girls by reading through *Girl’s Diary*. Because girls who read *Girl’s Diary* all like the boy Wu Mian in the story, they hope to read more stories of this charming boy, so I wrote this *Boy’s Diary* for girls and boys.”

### 3. 女生日记 (Diary of a Girl)

**Suitable for ages 8-15**

**English Translation:**

***Diary of a Girl***

This is a beautifully written diary and exceptionally popular with girls. It uses a diary form that directly reflects the child's deep thoughts. Yang Hongying's novels use simple, plain language, and the first-person narration style of the Diary of a Girl, allows readers to easily experience the feelings only found in this stage of life.



It vividly describes both physical and psychological changes that Ran DongYang of the sixth grade experiences as she grows from a little girl into a teenager. The writer observes the world with an awareness of life as she describes the deep psychological conflicts of girls who aspire to grow up but, at the same time, are afraid of growing up, thus creating a full portrait of the happiness and troubles of modern children. How should we look at our own growth? How can we grow healthily and naturally? How we can help children to get through such a sensitive and important

period?

With a humorous tone, the book displays the colorful school life and family life and reveals the many little secrets of girl students, as well as their pain and happiness as they go through their metamorphosis. This book is interesting and thought provoking. While focusing on path of growth, this book can lead the growth in a subtle way, helping children to naturally pass through this sensitive and important period from childhood to adolescence. As of December 2019, this book with multiple editions over decades has a projected sales closed to 3 million copies in China.

Madam Yang commented that her idea came from her consciousness of her daughter's growth, "I was pleasantly realized that after a few days of schooling, my daughter is a sixth-grade girl. She is about to say goodbye to her childhood and is about to grow from a little girl to a girl. As a woman, this is a very important and beautiful stage in life! I want to pay attention to my daughter's growth with all my body and mind. I use my pen to truly record the beautiful process of her life and record every day she grows up." It is known as the "Enlightenment of Modern Girls' Growth".



#### 4. 成长系列 (Trilogy About Growth by Yang Hongying)

Suitable for ages 8-15

##### English Translation:

Trilogy About Growth by Yang Hongying:

1. *The Naughty Boys from Grade 5 Class 3*
2. *A Beautiful Teacher*
3. *A Tomboy Named Dai An*



##### *Naughty Boys from Grade 5 Class 3*

In this work, Yang Hongying sincerely and enthusiastically praised the child's kindness and authenticity by describing a series of story of several boys in a happy campus, implicating heart-to-heart respect for children, calling for adults to give children enough free growth space for their

own secrets.

*A Beautiful Teacher*

Through the character of youthful and bright and intelligent teacher of Milan, the author has created a modern-conscious teacher image and has integrated her deep thinking about education: What kind of teacher is a good teacher? Is the relationship between the teacher and the student equal? In the book, the teacher's new education concept of "taking human care in the first place" brings profound enlightenment to parents and teachers.

*A Tomboy Named Dai An*

DaiAn has a mysterious life experience. She and her unmarried mother lived together, and her father only appeared in her imagination. *Tomboy DaiAn* is a psychological novel depicting the growth of a girl. Warmth and humor are still the keynote of Yang Hongying's works.

## 5. 笑猫日记 (Xiao Mao Ri Ji)

Suitable for Ages 6-12

**English Translation:**  
***Diary of a Smiling Cat***

Diary of a Smiling Cat series is another successful series of Yang's work, with 26 titles in the series. Almost every title in the series reached the top of the bestseller list. As of December 2019, this touching series has a projected sales over 74 million copies in China.



The series was launched in 2006 for children aged between seven and nine. It chronicles the adventures of a talking pet cat and features characters from Mo's Mischief.

This is a fairytale based on the real lives of Chinese children, in the form of a fairy and with a laughing cat as the narrator. The series creates a wonderful literary world of animals and children, which combines fantasy and reality. It directs the children to think about basic values regarding life, human nature, and density while

they are happily reading. It encourages them grow happily but always to cherish a beautiful feeling and faith towards society and the future.

The character of Smiling Cat is a wise animal character. It will smile because it has ideas and enthusiasm for life. Smiling Cat likes the quietness of nature and artistic life experience and feelings. The narrative always passes positive value to children during their reading time.

Diary of a Smiling Cat series has a continuous relationship with the Mo's Mischief series, but it is completely different in artistic style and aesthetic connotation.

Yang has commented that the idea of creating a Smiling Cat character is based on the good interaction between her and Chinese children in reading. Before writing Diary of a Smiling Cat series, Mo has been an impressive character for children. Mo has a cousin named Du Zhenzi, a lonely girl but expressing all her ideas and thoughts to a pet cat. She believes that the cat can understand her words, because it will laugh to express its thoughts. The children fell in love with the cat at first sight, and sent letters about the cat, hoping that the author could write a long, long series of stories about the smiling cat. Children's enthusiastic reaction gave her the confidence to write more.

### **Titles in Novel Format:**

1. 保姆狗的阴谋 **The Intrigue of the Nurse Dog**
2. 塔顶上的猫 **The Cat on the Top of the Tower**
3. 想变成人的猴子 **The Monkey Who Wanted to be Human**
4. 能闻出孩子味儿的乌龟 **The Tortoise Who Can Smell the Scent of a Child**
5. 幸福的鸭子 **The Happy Duck**
6. 虎皮猫，你在哪里 **Where Are You, Tabby Cat**
7. 蓝色的兔耳朵草 **The Blue Rabbit-ear Grass**
8. 小猫出生在秘密山洞 **Kittens Born in a Secret Cave**
9. 樱桃沟的春天 **Spring in Cherry Valley**
10. 那个黑色的下午 **The Black Afternoon**
11. 灵魂出窍的猪 **An Out-of-the-body Pig**
12. 球球老老鼠 **Round-ball Old Mouse**
13. 绿狗山庄 **Green Dogs Village**
14. 小白的选择 **The Choice of Little White Dog**
15. 孩子们的秘密乐园 **Children's Secret Paradise**
16. 西瓜小丑 **The Forever Watermelon Clown**
17. 寻找黑骑士 **Looking for Black Knight**
18. 会唱歌的猫 **Singing Cat**
19. 从外星球来的孩子 **The Child Coming from Another Planet**
20. 云朵上的学校 **The School on the Clouds**
21. 青蛙合唱团 **The Chorus of Frogs**

22. 转动时光的伞 **The Umbrella that Turns Time**
23. 樱花巷的秘密 **Secret of Cherry Blossom Alley**
24. 又见小可怜 **Meeting the Pathetic Again**
25. 属猫的人 **Born in the Year of Cat**
26. 幸运女神的宠儿 **Lucky Girl**

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## 6. 淘气包马小跳 (Tao Qi Bao Ma Xiao Tiao)

Suitable for Ages 6-12

English Translation:

*Mo's Mischief series*

*Naughty Boy Ma Xiaotiao*

*Mo's Mischief* series is one of Yang Hongying's most popular works first published in 2003. As of December 2019, there are a total of 27 titles in this series. This series with multiple editions over decades has a projected sales over 65 million copies in China.

Mo's Mischief, a series of short stories about a typically considered the troublemaker in class, Ma Xiaotiao, who often gets into trouble with his teacher and class monitor. However, Ma Xiaotiao is generally a very sociable person; he is honest, trustworthy, and helpful and has an avid imagination. The plots mainly feature special events or stories about him and his



friends are it at home, in school, or anywhere else.

Mo's Mischief series has been repeatedly adapted in China into films, TV series, cartoons, musicals, stage plays, puppet shows, comics and other art forms. Mostly commonly known TV series was adapted to 200 episodes in 2008. The character of Mo has become one of the most recognizable children's characters in twenty-first-century China. Mo has been along with a number of children grow up together, become their beautiful childhood memories.

#### **Titles in Novel and Comic Format:**

1. 贪玩老爸 **Playful Dad**
2. 轰隆隆老师 **Mr. Thunder**
3. 笨女孩安琪儿 **Angel**
4. 四个调皮蛋 **Four Troublemakers**
5. 同桌冤家 **Teacher's Pets**
6. 暑假奇遇 **Pesky Monkeys**
7. 天真妈妈 **Best Mom Ever**
8. 漂亮女孩夏林果 **Best Friends**
9. 丁克舅舅 **Super Cool Uncle**
10. 宠物集中营 **Pet Parade**
11. 小大人丁文涛 **Class Genius**
12. 疯丫头杜真子 **Daisy**
13. 寻找大熊猫 **Looking for the Panda**



14. 巨人的城堡 **Giant's Castle**
15. 超级市长 **Super Mayor**
16. 跳跳电视台 **Mo's TV Station**
17. 开甲壳虫车的女校长 **The Schoolmistress Who Drives Beetle Car**
18. 名叫牛皮的插班生 **The Transfer Student Niu Pi**
19. 侦探小组在行动 **Detective Team is in Action**
20. 小英雄和芭蕾公主 **Little Hero and Ballet Princess**
21. 忠诚的流浪狗 **The Loyal Stray Dog**
22. 白雪公主小剧团 **The Snow White Troupe**
23. 孔雀屎咖啡 **Peacock Coffee**
24. 奔跑的放牛班 **Little Running Cowherd**
25. 唐家小仙妹 **The New Daughter of the Tang Family**
26. 和鹦鹉对话的人 **The Person Who Talks To The Parrot**
27. 樱桃小镇（彩色插图果麦版） **The Cherry Town**

## 7. 杨红樱童话系列 ( Yang Hongying Fairy Tale Collection)

### The Representative Works by Yang Hongying

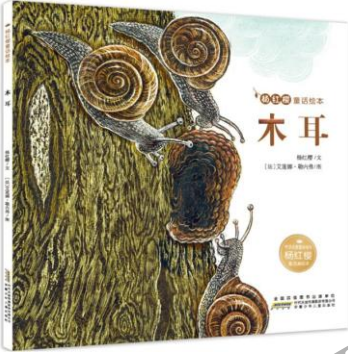
#### English Translation:

#### Yang Hongying Fairy Tale Collection

This series of books consists of more than a dozen representative novells and short stories selected from many fairy tales written by the writer Yang Hongying over more than twenty years. These fairy tales are humorous, or ghostly and exquisite. Love and friendliness flow always between the lines. They are like beautiful small films on paper. The plots of the stories are very picturesque and are narrated in a fluent style which brings light, warmth, and hope to the young readers....

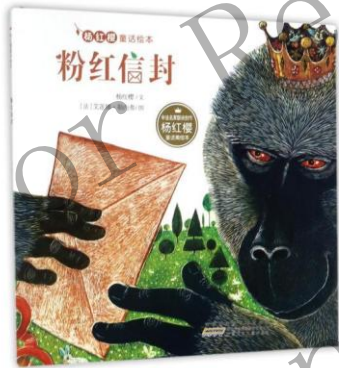
These educational rhyming stories of love sow the seeds of kindness in the hearts of readers. These are gifts that Yang has given to her young readers, for them to cherish for the rest of their lives.

杨红樱童话绘本（10本） **Fairytales in Illustration**  
**Suitable for Ages 3-5**



**1. 木耳 The Wood Ear**

There is an old dead tree under the blue sky. After a spring rain, a fungi (wooden ear) grow up on the old dead tree. The wooden ear is like the ear of an old dead tree, with him listening to all kinds of wonderful sounds in nature, so that the tree can face challenge in life. The old dead tree grows up again.



**2. 粉红信封 Pink Envelopes**

In the Emerald Forest Kingdom, all goodwill is pink. The animals learnt to apologize because of wonderful pink envelopes and stopped fighting for the little things. In this blossomy world, all the little animals live happily together. Good will brings tolerance and resolves contradictions.



**3. 寻找快活林 Looking for the Happy Forest**

The fox family always tricks others, but they are still not happy. So they set out to look for the jolly forest. On the way they met the White Rabbit family, they found a

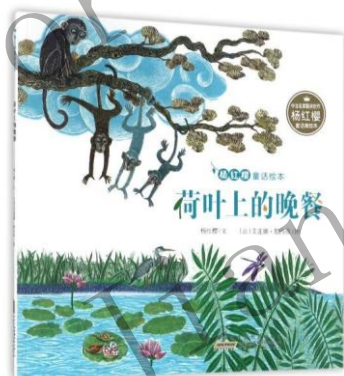
happy forest - when the heart is full of love, regardless of the loss of help others, happy forest appeared.



#### 4. 梦屋 The Dream House

An ugly-looking caterpillar in the wetland grass is very envious of those elegant and beautiful butterflies across the river because they can dance in the fragrant grass. The caterpillar asked the butterfly for help to cross the river, but was rejected by the beautiful butterfly. The caterpillar was not discouraged, she had a dream, and eventually turned into a butterfly, and fulfilled

achievement of the dream.



#### 5. 荷叶上的晚餐 Dinner on the Lotus Leaf

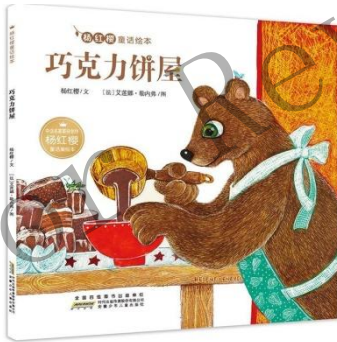
Monkey mother has three baby sons: monkey eldest, monkey second, monkey three. Three brothers are noisy and make a mess of everything as long as they are together, so that they could not achieve any progress at all. Monkey mother is so upset with her three sons. What will she do to educate her three

brothers?



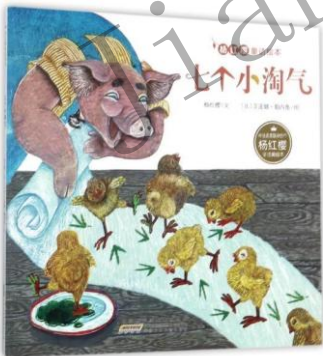
## 6. 猫小花和鼠小灰 **Kitty Tabby and Mouse Grey**

Kitty Tabby and Mouse Grey do not know what their natural enemies look like. One day, they met each other and understand each other because of their common interest in music. This is a romantic story of friendship, showing the power of art and the soul of innocence.



## 7. 巧克力饼屋 **Chocolate Biscuit House**

The clever bear and the silly pig built a house with chocolate cookie, and invite all their friends coming to the chocolate cake house to sleep. The mice Jiji and Zhizhi also came to the chocolate-cake house, intending to eat the chocolate. Under the "plan" of the silly pig and clever bear, Jiji and Zhizhi stood the test and obtained the purification of the mind.



## 8. 七个小淘气 **Seven Naughty Chicks**

Chicken mother has seven little naughty chicks, these little guys are cute and naughty, and they love to play pranks.

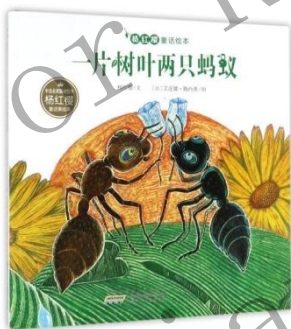
They drive away the cat teacher and dog teacher who were invited by chicken mother. In the end, teacher silly pig won everyone's love, and taught these seven little naughty.

### 9. 小红船儿摇呀摇 **The Little Red Boat**

Xiaoya's red shoes were left under the big tree in the woods, because she was attracted by a blue bird on the tree. The little bluebird was attacked by a hungry snake and injured. Xiaoya's red shoes were saved by little bluebird's "little red boat". This is a story about love and fate: the little bluebird finally overcomes the danger by courage; and Xiaoya meet with bluebird again because of her love.

### 10. 一片树叶两只蚂蚁 **One Leaf and Two Ants**

A yellow ant and a black ant meet on a leaf. Yellow ants want to use this leaf as a cold mat, but black ants want to use this leaf as a shed. In the end, they ended up with a unique way of communicating, from alienation to closeness, and established a beautiful friendship.



杨红樱童话注音版（10本） **Fairytale Series in Chinese Pronunciation**  
**Suitable for Ages 6-10**

"Fairytale Series in Chinese Pronunciation" offer small readers with beautiful text to perceive the eternal theme of the fairy tale world - "good" and "love". In the rich childlike stories, children could be inspired by emotional intelligence education theme.



1. 小蝌蚪成长记 **The Growth of Tadpoles**
2. 毛毛虫的天空 **Caterpillar's Sky**
3. 小人精的故事 **Story of An Elf**
4. 偷梦的影子 **Dream-Stealing Shadow**
5. 骆驼爸爸讲故事 **Story Time with Camel Dad**
6. 背着房子的蜗牛 **The Snail Who Carries the House**
7. 七个小淘气 **Seven Naughty Chicks**
8. 乖狐狸 **The Good Fox**
9. 会走路的小房子 **Little Walking House** 和
10. 鼹鼠妈妈讲故事 **Story Time with Mole Mum**

科学童话“神犬探长”系列

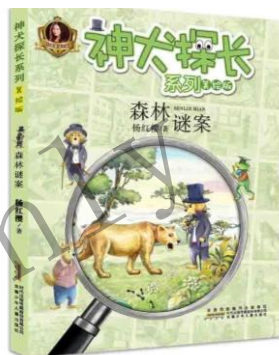
**Scientific Fairytale Series**

**Suitable for Ages 6-10**

“Detective Dog” is a set of scientific fairy tales.

The story revolves around a series of suspect cases solved by brilliant detective Dog and knowledgeable Dr. Frog.

1. 森林迷案 **Forest Mystery**
2. 谁是小偷 **Who is the Thief**
3. 复仇女神 **The Goddess of Revenge**
4. 狂猫跳海 **The Crazy Cat who Jumped into the Sea**
5. 狐狸冤案 **Fox’s Injustice**



科学童话“小蛙人漫游记”系列

**Scientific Fairytale “Little Frog” Series**

**Suitable for Ages 6-10**

“Little Frog” is a series of marine science fairy tales. Featuring the little frog, he tells the thrilling story of his three ocean companions he met, fish Boca, dolphin Lulu and turtle Rosie, exploring the mysteries of the sea.

1. 了不起的鱼爸爸 **Great Fish Dad**
2. 带着武器的鱼 **Fish with weapons**
3. 鱼医院 **Fish Hospital**
4. 寻找美人鱼 **Looking for a mermaid**
5. 神奇的鱼妈妈 **Amazing mother fish**





## 性情童话“亲爱的笨笨猪”系列（6本）

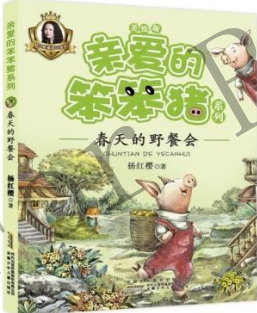
### Dear Silly Pig Series

Suitable for Ages 6-10



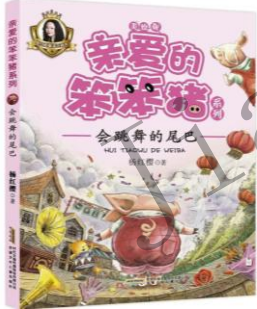
#### 1. 乖乖熊的生日会 The Birthday Party of Poppet

It tells the story of the bear Guaiguai's birthday. Cat Mimi picked flowers, dog Wagwang made a poem, the white rabbit sisters picked mushrooms. However, Silly Pig really can't think of anything good, so he decided to help mother bear on preparation. At the birthday party, Silly Pig is hungry. He ate all the cream mushrooms and was accidentally poisoned. Silly Pig said a word, let everyone moved.



#### 2. 春天的野餐 Picnic Party in Spring

Silly Pig was too excited to fell asleep when he was going to have a picnic by the lake with his little friends. He prepared a big basket of food to share with his friends. But on the picnic day, only greedy red fox come, other friends are missing.



#### 3. 会跳舞的尾巴 A Dancing Tail

It tells the story of a talent show in the happy village, the residents show their own skills -- poetry reading, figure skating, aerobics, singing and so on. Finally, Silly Pig and his best friend



Bear Guaiguai appear on the stage. One of them beats the drum and the other dances with his tail. Finally their performance is certainly striking.

#### 4. 装满歌声的罐子 A Jar Filled with Songs

The story is about an shapeless, odorless, weightless object that keep the animals warm in the cold of winter. What's that? That's the song of a frog in a small jar of Silly Pig. No matter who you are, just stick your ear into the little jar, and you will hear the frog singing, and you will be happy...

#### 5. 你好，小灰狼 Hello, Little Wolf

It tells the story of Silly Pig and his friends are afraid of the big grey Wolf, but they are not afraid of the little grey Wolf, and warmly greet the little grey Wolf. Not only that, they also prepared a big meal for the hungry Wolf. The

Wolf was so moved that he decided to make friends with the Silly Pig. Later, Silly Pig and his friends sent food to the injured big Wolf. The Wolf was also moved...

#### 6. 鸡外婆的礼物 The Presents of Chicken Granny

The book tells the story of the lovely seven chickens asked Silly Pig to bring some presents to grandma chicken. Silly pig promised them to



be sure to bring them. After the chicken grandmother saw Silly pig, she warmly accepted all his gifts, even the gift that Silly pig prepared to give Qiaoqiao Pig's mother but Silly Pig was so embarrassed.....

For Review Only  
Jiang Boyan LLC

## OpenBook Market Projection

“OpenBook National Book Retail Market Observing System” (“OpenBook” in short) was established by Beijing OpenBook Co., Ltd. in July of 1998. At present, the data is derived from more than 7,000 bookstores (including physical bookstores and online bookstores) with good continuity, representativeness and integrity.<sup>1</sup>

In the history of Chinese children's literature, Yang Hongying is a leading voice of China today. She is the author with a largest circulation of original children's literature, creating a miracle of children's reading in China. According to OpenBook's market projection, as of December 2019, the total market sales volume in China of her works has about 160 million copies. In 2018 alone, the total market sales volume in China of her works has exceeded 60 million copies.

According to the 2018 annual report by OpenBook, Yang Hongying had a total market share of 3% of all children's books sold in China's retail market.

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<sup>1</sup> OpenBook Co.,Ltd, 2019,  
<http://www.openbook.com.cn/EN/indexEnglish.aspx>

Her titles accounted for nearly 1 out of every 100 books sold in Chinese bookstores last year. By comparison, if Madame Yang were a publishing company her unit sales would make her the 6th largest publishing company in children's book market in China.

Many people refer to Madame Yang as the JK Rowling of China. Both writers are widely beloved in China. However, in terms of sales performance Madame Yang's works have outsold JK Rowling's by a factor of 6 to 1 in China's retail market.

## Updates (December 2019):

- The first ten volumes of Madame Yang's new book, *Panda's Diary*, was launched and announced by Anhui Children's Publishing House on Saturday, 16th November at 2019 CCBF.
- Yang announced her new version of *Diary of a Girl* and *Diary of a Boy* on Saturday August 31<sup>st</sup> 2019. Yang also released her new title of Mo's Mischief series *The Cherry Town*. This No.27 volume of the bestselling series was co-published by GuoMai Culture and Writers Publishing House.
- Publishing Perspective interview Chinese bestselling children's author Yang Hongying at Frankfurt Book Fair.
- Yang Hongying's Children's Book Shop In Shop is the first shop in shop named after the author in China. It was initiated by Ms. Yang Hongying and established together with Zhejiang Children's Publishing House, Tomorrow Publishing House and Anhui Children's Publishing House, aiming to provide healthy and progressive spiritual "feast" for teenagers and children.
- At present, six bookstores have been opened in Sichuan, Liaoning, Guangdong, Shandong and other places.