

## Do You Want to Become a Celebrity?

“Touching China” is a mental brand column created by CCTV-1, which is hosted by the live broadcasting group of the Social Special Department of CCTV News Center. It is launched every year around the Lantern Festival and has been held continuously for many years.

“Touching China” has brought many characters to the national audience, including Xu Benyu, Gao Yaojie, Tian Shiguo, Cong Fei, Zhang Guimei, Wang Shunyou and other prominent people from the civil society. There are famous stars like Jackie Chan, Liu Xiang, Yao Ming, Su Bingtian and Lang Ping, as well as wise scholars like Ji Xianlin, Qian Xuesen, Zhong Nanshan, Yuan Longping, Ye Jiaying, Tu Yoyo and Huang Boyun. There are also ordinary people like Zhang Rongsuo, Wei Qinggang, Huang Jiusheng, Tian Shiguo, Wang Shunyou and Wang Feng, as well as the senior party officials such as Zheng Peimin, Liang Yurun, Niu Yuru, Yang Yegong, Liu Jinguo and Liu Yuejin. Each character has a spiritual power that makes the audience feel powerful. They are true role models. Many of these people changed our world. People idolize them for what they achieve and what good they do for society.

“Touching China” has been praised by the media as “the annual spiritual epic of the Chinese people” .

