

BÓ YÌ
博 弈

shēng

dōng

声 东

jī

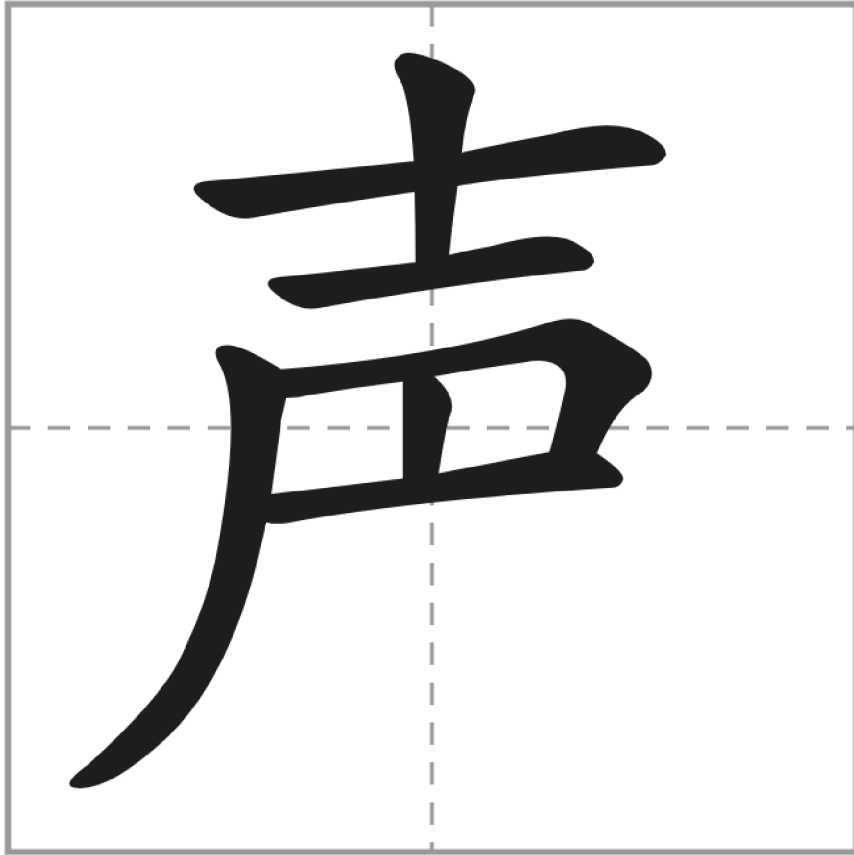
xī

击 西

Make a noise in the east, strike in
the west.

CHARACTER CARD · 声

shēng *sound; noise*



shēng
sound; noise

7 strokes

BÓYÌ 博弈 · Think Like a Chinese Strategist

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Stroke data: Make Me a Hanzi (github.com/skishore/makemeahanzi), derived from Arphic Technology fonts under the Arphic Public License, via Hanzi Writer data.

BÓYÌ 博弈 · Free character card · 1

BÓYÌ 博弈 · Week 6 · 02

CHARACTER CARD · 东

dōng *east*



dōng

east

5 strokes

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BÓYÌ 博弈 · Free character card · 2

BÓYÌ 博弈 · Week 6 · 03

CHARACTER CARD · 击

jī to strike



jī

to strike

5 strokes

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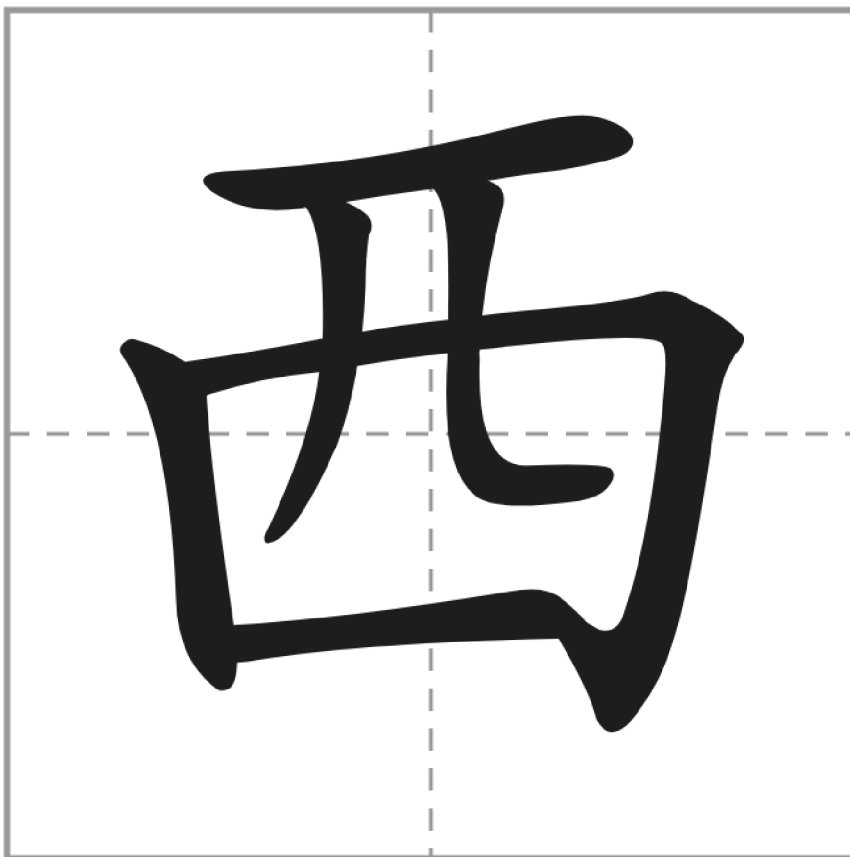
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BÓYÌ 博弈 · Free character card · 3

BÓYÌ 博弈 · Week 6 · 04

CHARACTER CARD · 西

xī west



xī

west

6 strokes

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BÓYÌ 博弈 · Free character card · 4

BÓYÌ 博弈 · Week 6 · 05

Practice · 声东击西 shēng dōng jī xī

Trace the first row, then write the whole phrase four times. Say it out loud each time.

shēng	dōng	jī	xī
声	东	击	西

声东击西 · Make a noise in the east, strike in the west.

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BÓYÌ 博弈 · Free practice · 1

① 字面意思 · LITERAL MEANING

第 6 计 · 声东击西

Make a noise in the east, strike in the west

《三十六计》原文

敵志亂萃，不虞，坤下兌上之象。利其不自主而取之。

The enemy's mind is muddled and crowded, off guard: earth below, lake above. It pays to take them while they cannot decide for themselves.

古代那一行 · THEN

声

在一个渡口摆船、弄出声响

Boats and noise at one ford



渡

上游用木罐子悄悄过河

Wooden-jar rafts, upstream, no flags



取

回头拿下那座城

The city, taken from behind

② 背后道理 + ③ 今天怎么用

不骗也不藏，只选他看哪儿

Nothing false — only where he looks.

眼睛

东西一件没改，只改了他在看哪儿

Nothing changed. Only the eyes moved.

今天怎么用 · NOW

销售

他一直在讲颜色、脚垫、免费保养

He talks about the color and the mats



你

笔在你手里，合同翻到最后一页

The pen is in your hand



问题

大多数人问错了那一句

Most people ask the wrong one

中国人的解法

先问：他想让我看哪儿？

Ask first: where does he want me to look?

结论 · THE TAKEAWAY

挪眼睛，有两种

Two ways to move someone's eyes.

一种叫技术，一种叫骗

One is a technique, one is a lie

技术

东西没改 · 只看哪儿

只挪眼睛，东西一件没改

Nothing changed. The numbers add up.

↓ VS ↓

骗 · 造假

数字改了 · 货换了

数字改了、货换了、话是假的

Numbers changed. Goods swapped. That's fraud.

看他
希望你看哪儿

看他希望你看哪儿。

Watch where they want you to look.

BÓYÌ 博弈

Watch where
they want you to look.

YouTube · @yoko-boyi

yoko-naora.github.io/boyi-site/6/

Week 6 Journal