Chinese are the key to China becoming powerful.

Li Yang, who adds doses of pep-talks and patriotic education to his Crazy English lessons, says English is the key to China becoming powerful.

Method in the madness
Not everyone is impressed.
In 1996 a group of English teachers in the southern city of Guangzhou convinced the local government to ban his lectures for six months after a professor noticed students reading a Crazy English book during class, Li said. But many school administrators said

The lectures inspire students to practice English on their own.
"We're trying to get students interested and change their study habits," said school English teacher Wang Run-feng, adding that kids over- emphasize written test scores.
There is method in the madness, and not all of it is related to pronunciation and grammar.
Li believes a strong command of English is key to making China powerful, and themes of self-esteem and national pride run rich in his two-hour lectures.
"We have the world's most superior culinary culture, yet the world only knows Coca Cola and McDonald's," he tells the audience, admonishing them that it is their "duty" to learn English and best global competitors.
"If you want China to prosper, it must absorb advanced technology and management skills from the outside world," he said, talking to the crowd in Mandarin Chinese.
Before long, the rhetoric turns nationalist.
"Some students come up and say 'I hate Japanese people so I refuse to study their language,'" he tells the children.

"I tell them 'Wrong! the best way to show your hatred toward Japanese people is to learn the Japanese language.'"
After the show he defends the statement as healthy "patriotic education."
"I think I talk about Japan in a very reasonable way. The Japanese nation is a great nation, but we cannot forget our past," he said, referring to wartime atrocities committed by Japan during the Second World War.
But the strain of shouting is taking its toll, not just on his vocal chords.
Weary after his Beijing performance, Li was driven to a medical clinic where a nurse stuck him with an intravenous anti-biotics drip.
"I need to hire about 20 foreigner managers," Li said as the medicine coursed through his veins.

At the end, life on the road was more than his wife bargained for. The couple, who have a two-year-old daughter, are now in the process of divorcing, he said.
"I can't have everything. I had to sacrifice something," he said.
"My wife understands. I've got a mission."