

Current research on international Chinese education promotion methods

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Abstract: With the rise of China and its international status, more and more people are interested in and demand for learning Chinese. At the same time, the process of globalization has also led to increasingly frequent exchanges and cooperation among countries, which in turn has promoted the demand for Chinese language education. This study aims to explore the necessity of promoting international Chinese language education and the corresponding promotion methods. First, the importance of promoting international Chinese language education is analyzed, including consolidating the international influence of the Chinese language, assisting national economic development, and enhancing international communication and understanding. Then, the study proposes specific ways to promote international Chinese education, including online publicity and enrollment campaigns, increasing scholarships and preferential policies, cooperating in Chinese language courses, promoting Chinese language examinations and certification systems, and improving the "quality" and "quantity" of international Chinese language teachers. This study can provide references and suggestions for further promoting the development of international Chinese language education.

Key words: international Chinese language education; Chinese language promotion; pathway

1 Introduction

As China's influence on the global stage continues to grow, the demand for Chinese language education is also increasing on an international scale. The promotion of international Chinese language education not only helps to consolidate the international influence of the Chinese language and promote the development of the national economy, but also enhances international communicative understanding and promotes cultural exchange and mutual understanding. However, to realize the effective promotion of international Chinese language education, it is necessary to comprehensively consider various factors and adopt appropriate strategies and measures. Therefore, this study will explore the current ways and means of promoting international Chinese language education from various aspects.

2 The necessity of the current promotion of international Chinese language education

2.1 Consolidating the international influence of Chinese language

As one of the most widely spoken languages in the world, the consolidation of the international influence of the Chinese language is crucial to the construction of China's cultural soft power and international exchanges and cooperation. Promoting international Chinese language education is one of the important ways to consolidate the international influence of the Chinese language. By promoting Chinese language education globally, more foreigners can understand and learn the Chinese language, thus promoting the use and spread of the Chinese language in the international arena. As the Chinese

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language becomes more widely used around the world, China's culture, values and development concepts will also be more deeply recognized and accepted by people around the world [1]. This will not only help to enhance China's discourse power and influence on the international stage, but also improve mutual understanding and friendship among people of different countries, and build a more harmonious and stable international society.

2.2 Aiding national economic development

As China's position in the international economic arena continues to rise, the importance of opening up and cooperation with the outside world is becoming more and more prominent. The promotion of international Chinese language education can provide strong support for China's economic development. Firstly, by cultivating more foreign talents who master the Chinese language, it can facilitate China's attraction of more foreign investment, technology and talents, and promote economic and trade exchanges and cooperation between China and other countries. Secondly, as Chinese enterprises go abroad, the promotion of international Chinese language education can also help Chinese enterprises better explore overseas markets and expand overseas business, and enhance their international competitiveness and influence. In addition, by strengthening cultural exchanges and cooperation with other countries, it can promote the integration and development of Chinese and foreign cultural industries, and lay a solid foundation for China's cultural exports and the development of cultural industries.

2.3 Enhancing international communication and understanding

The promotion of international Chinese language education helps to improve the international communication and understanding ability of people from different countries. Learning Chinese not only enables foreigners to better understand Chinese language, culture and society, but also helps them to better understand the way of thinking, values and lifestyle of the Chinese people. This will help break down cultural barriers, enhance mutual understanding and trust among people, and promote harmony and stability in the international community [2]. At the same time, through the promotion of international Chinese language education, it can also provide a stronger humanistic foundation and social support for China's political, economic and cultural exchanges and cooperation with other countries, and promote the vision of building a community of human destiny to move forward.

3 Current promotion paths of international Chinese language education

3.1 For international students

(1) Online publicity and enrollment activities

In the process of promoting international Chinese language education, for international students coming to China, online publicity and enrollment activities can be used to attract more students to choose China as their study destination. By building internationalized educational websites and social media platforms, information and developments about Chinese culture, education and life are regularly released to show overseas students the charm and advantages of China. At the same time, online exhibitions, admission lectures, academic lectures and other activities can be organized, and experts, scholars and representatives of international students can be invited to share and exchange ideas, so as to let more students know about China's education system, learning environment and employment prospects, provide them with more comprehensive information and support for studying abroad, and stimulate their interest in and enthusiasm for studying in China.

(2) Provide more scholarships and preferential policies

In order to attract more outstanding international students to China, various scholarships and preferential policies can be set up to provide them with more study grants and support. Different types of scholarships including full scholarships, partial scholarships, tuition fee exemption, living subsidies, etc., can be set up, evaluated and awarded according to the

students' academic performance, comprehensive quality and poverty level. At the same time, preferential policies for international students can be introduced, such as reducing or exempting entrance examination fees, providing accommodation subsidies, and offering on-campus part-time job opportunities, etc., to reduce the study and living costs for international students and enhance their study abroad experience and satisfaction [3]. Through these scholarships and preferential policies, more outstanding international students can be attracted to choose to study in China, and the development and promotion of international Chinese language education can be promoted.

3.2 Overseas Chinese language promotion

(1) Cooperating to offer Chinese courses

Cooperation in offering Chinese language courses is one of the effective ways to promote Chinese language education overseas. By cooperating with overseas universities, language training institutions or cultural centers to set up Chinese language courses taught by Chinese teachers or bilingual teachers, local students can be provided with opportunities and platforms to learn Chinese. This mode of cooperation can not only effectively utilize local educational resources and teaching facilities, but also combine local language and cultural characteristics to design targeted teaching contents and teaching methods to meet the needs and interests of learners. Through cooperation with foreign educational institutions, the audience of Chinese language education can be enlarged, the dissemination and promotion of Chinese language overseas can be promoted, and Chinese-foreign cultural exchanges and understanding can be enhanced.

(2) Promoting the Chinese language examination and certification system

Promoting the Chinese language examination and certification system is an important way to increase the motivation of overseas Chinese learners and improve their Chinese language proficiency. Promoting China's HSK and HSKK (Chinese Teacher's Qualification Certificate) and other internationally recognized Chinese language examinations and certification systems can provide a platform for overseas learners to assess and demonstrate their Chinese language proficiency. By setting up HSK test centers overseas and providing related test training and tutoring courses, we can help learners better prepare for and take Chinese language tests. By taking the HSK exams, learners can obtain authoritative certification of their Chinese proficiency, which motivates them to continue learning Chinese, improve their Chinese proficiency and enhance their self-confidence. Promoting the Chinese language testing and certification system not only helps to standardize Chinese language teaching and enhance learners' motivation, but also improves the international recognition and influence of Chinese language education overseas.

3.3 Enhancing the "quality" and "quantity" of international Chinese language teachers

Enhancing the "quality" and "quantity" of international Chinese language teachers is an important step in promoting international Chinese language education. First of all, there is a need to focus on improving teachers' professionalism and teaching ability. This can be achieved by strengthening the training mechanism and content of Chinese language teachers. The content of training should include teaching methods and techniques, design and evaluation of teaching materials, and cross-cultural communication, so as to ensure that teachers have a comprehensive teaching quality. At the same time, a regular evaluation mechanism should be set up to provide teachers with performance evaluation and professional development guidance, so as to promote the continuous improvement of their teaching level [4].

Secondly, the number of international Chinese language teachers should be increased. This can be achieved in a variety of ways, including expanding the scope of recruitment of Chinese language teachers, increasing investment in Chinese language teacher training programs, and providing more employment opportunities. In particular, in some regions or countries where there is a strong demand for Chinese language education, more talents with Chinese language teaching ability can be attracted to join the profession by creating more Chinese language teaching positions.

In addition, exchanges and cooperation among international Chinese teachers should be strengthened. International Chinese language teachers' organizations or platforms should be established to promote information exchange, experience sharing and cooperative research among teachers. By organizing international seminars and exchange activities on Chinese language education, teachers should be provided with learning and exchange opportunities to further enhance their teaching level and professionalism.

In general, to improve the quality and quantity of international Chinese language teachers, it is necessary to make comprehensive use of training, recruitment, evaluation and other means to establish a sound teacher development system, so as to provide solid human resources support and guarantee for the promotion of international Chinese language education.

4 Conclusion

By exploring the current necessity of international Chinese language education promotion and the ways to promote it, this study proposes a series of feasible initiatives, including specific measures for international students and overseas Chinese language promotion, as well as upgrading the training and exchanges of international Chinese language teachers. These initiatives can help strengthen the dissemination of international Chinese language education, improve the quality of education, promote cultural exchanges and cooperation, and promote the development and popularization of Chinese language education in the international arena.

Conflicts of interest

The author declares no conflicts of interest regarding the publication of this paper.

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