

# Research on cultural teaching of international Chinese education in the new era

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**Abstract:** This article aims to study the cultural teaching of international Chinese education in the new era, exploring how to effectively teach Chinese language and cultivate students' cultural awareness in cross-cultural contexts. Through literature review and empirical research, this article analyzes the importance and challenges of cultural teaching, as well as effective cultural teaching strategies. The results of this study indicate that integrating cultural elements, cross-cultural communication, and practical activities can enhance students' language proficiency and cultural awareness. The research in this article has certain theoretical and practical significance for promoting the development of international Chinese language education in the new era.

**Key words:** new era; international Chinese language education; cultural teaching; cultural awareness; language ability

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## 1 Introduction

With the continuous advancement of globalization and China's rise on the international stage, the demand for learning Chinese is growing day by day. However, simply mastering superficial knowledge of the Chinese language is no longer sufficient to meet students' needs. In the context of globalization, cultivating students' cultural awareness and cross-cultural communication skills has become particularly important.

## 2 The development background of international Chinese language education

### 2.1 The importance of international Chinese language education in the new era

With the rise of China and the process of globalization, Chinese, as an important international language, has attracted more and more learners. The importance of international Chinese language education in the new era is highlighted. Chinese is one of the most widely used languages in the world. The rapid development and opening-up of China have made mastering Chinese a necessary skill for multinational corporations, diplomatic missions, cultural exchange institutions, and other organizations.

By learning Chinese, students can better understand China's cultural traditions, values, and social customs, and enhance their understanding of China. This helps to promote cross-cultural exchange and understanding, and build a more inclusive and harmonious international society.

The importance of international Chinese language education in the new era also lies in cultivating students' comprehensive abilities and competitiveness. Mastering Chinese not only provides students with broader employment opportunities, but also opens up more academic research fields and business cooperation opportunities, enabling them to be competitive on the international stage [1].

## 2.2 Challenges and opportunities of international Chinese language education

International Chinese language education in the new era also faces some challenges and opportunities. Language difficulty is an important challenge. Compared to Western languages, the grammar structure and character system of Chinese have unique characteristics, making it difficult for non native speakers to master Chinese. So, how to design effective teaching methods and strategies to improve students' language learning effectiveness has become an important topic.

Cultural differences are also a challenge faced by international Chinese language education. There are differences between Chinese culture and Western culture in terms of values, etiquette and customs, and ways of thinking. Therefore, how to integrate cultural teaching into language teaching and cultivate students' cross-cultural communication skills and cultural awareness has become an important task.

International Chinese language education also faces opportunities. With the development of information technology, students can access rich learning materials and communication opportunities through the Internet, online resources, and virtual learning platforms. In addition, China's international exchanges and cooperation are increasing, providing more opportunities and platforms for international Chinese language education.

## **3 The status and role of cultural teaching in international Chinese education**

### 3.1 Definition and connotation of cultural teaching

Cultural teaching is an indispensable part of international Chinese language education, aiming to impart knowledge, values, and behavioral norms related to the culture to which the language belongs, and at the same time enabling them to understand and adapt to the cultural background represented by the target language.

The connotation of cultural teaching includes multiple aspects. Cultural teaching covers the introduction of the history, geography, politics, economy, and social systems of the target language country. By understanding the basic situation of the target language country, students can better understand the cultural background and social environment of that country.

Cultural teaching also includes an introduction to the literature, art, music, movies, and other aspects of the target language country. By studying the literary works and artistic forms of the target language country, students can experience and understand the aesthetic concepts and cultural expressions of that country.

Cultural teaching also involves teaching the values, etiquette, customs, and ways of thinking of the target language country [2]. Under different cultural backgrounds, people have different views and practices on issues such as morality, family, education, and interpersonal relationships. By learning the values and behavioral norms of the target language country, students can better adapt to the cultural environment of the country.

### 3.2 The impact and significance of cultural teaching on students

Cultural teaching can help students better understand and use the target language. Language is a tool for cultural expression. Through cultural teaching, students can learn cultural knowledge closely related to language and improve their language learning effectiveness.

Cultural teaching can cultivate students' cross-cultural communication skills. In the era of globalization, cross-cultural communication has become the norm. By learning the culture of the target language country, students can better understand and respect the cultural background of others, and enhance their communication and cooperation abilities with people from different cultural backgrounds.

Cultural teaching can also enhance students' cultural awareness and self-awareness. By studying ways of thinking, values, and behavioral norms in different cultural backgrounds, they can enhance their understanding of their own culture, which helps enhance their adaptability in cross-cultural environments.

## **4 The concept and principles of cultural teaching in international Chinese education in the new era**

### 4.1 The importance of cross-cultural communication and understanding

In the new era of international Chinese education, the importance of cross-cultural communication and understanding is increasingly prominent. Cross-cultural communication ability has become one of the essential core competencies for students.

Firstly, cross-cultural communication skills help promote cultural exchange and understanding. Students can better understand the differences and commonalities between different cultures, and reduce misunderstandings and biases, thus promoting cultural exchange and dialogue.

Secondly, in the context of globalization, being able to overcome language and cultural barriers is of great significance for students' personal and future career development.

Thirdly, cross-cultural communication skills can help improve students' self-awareness and cultural awareness. By communicating and interacting with people from different cultural backgrounds, students can develop open thinking and a global perspective.

### 4.2 Strategies and methods for cultivating cultural awareness

In order to effectively cultivate students' cultural awareness, the following are some strategies and methods that can be implemented in the new era of international Chinese education.

Firstly, create a real language environment. Students can immerse themselves in the cultural atmosphere of the target language country and deepen their understanding and perception of culture by simulating real-life scenarios or organizing on-site inspections.

Secondly, introduce diverse textbooks and resources. Diversified textbooks and resources can provide students with more comprehensive and rich cultural knowledge. At the same time, with multimedia resources and cross-cultural communication platforms, we aim to broaden the channels for students to access cultural information.

Thirdly, carry out cross-cultural exchange and cooperation activities. It is possible to organize cultural exchange activities, international student exchange projects, etc., to provide practical opportunities for students and enhance their cross-cultural communication skills.

## **5 Effective strategies and measures for implementing cultural teaching**

### 5.1 Integration of course design and teaching resources

In the process of implementing cultural teaching, the integration of curriculum design and teaching resources is a key link. The following are some effective strategies and measures that can help teachers integrate cultural elements into teaching, so as to enhance students' cultural awareness and cross-cultural communication skills [3].

Firstly, the curriculum design should fully consider the integration of cultural elements. Teachers can consciously arrange cultural themes and topics related to the target language country in curriculum design.

Secondly, teachers should fully utilize diverse teaching resources. Teachers can choose appropriate literary works, movies, music, artworks, etc. Moreover, modern technological means such as cross-cultural communication platforms and virtual reality technology can be utilized to enable students to perceive and experience culture through interactive experiences.

### 5.2 Innovation in teacher roles and teaching methods

Implementing cultural teaching also requires innovation in the role of teachers and teaching methods.

Firstly, teachers should possess cross-cultural literacy and in-depth cultural knowledge, and be able to present

examples and cases related to the target language and culture to students.

Secondly, teachers should adopt diverse teaching methods. Teachers can use task-based teaching, collaborative learning, project-based learning, and other methods to stimulate students' learning interest and enthusiasm through contextualized language tasks and activities.

### 5.3 Cultural teaching practice integrating technological means

The combination of technological means in cultural teaching practice can further improve students' learning efficiency and interest. Here are some commonly used technical means and methods.

Firstly, teachers can use multimedia devices such as projectors, computers, and audio devices, allowing students to perceive and experience culture through audio-visual means.

Secondly, utilize internet resources. Through search engines, online cultural platforms, social media, and more, students can access rich cultural information and engage in cross-cultural communication and interaction with others.

## 6 Effectiveness evaluation and future prospects

### 6.1 Indicators and methods for evaluating cultural teaching effectiveness

In the process of implementing cultural teaching, it is essential to evaluate its effectiveness. The following will introduce some indicators and methods for evaluating the effectiveness of cultural teaching, in order to help teachers have a more comprehensive understanding of students' learning outcomes in cultural teaching [4].

Firstly, language proficiency is one of the important indicators for evaluating the effectiveness of cultural teaching. Students should be able to use the target language in real cultural contexts, express their views, understand cultural phenomena, and engage in cross-cultural communication. Teachers can evaluate students' language proficiency, as well as their understanding and application of cultural knowledge, through oral expression, writing assignments, role-playing, and other methods.

Secondly, cultural awareness and cross-cultural communication ability are also important indicators for evaluating the effectiveness of cultural teaching. Teachers can evaluate students' cultural awareness and cross-cultural communication abilities through cultural surveys, group discussions, cultural presentations, and other methods.

### 6.2 Future development trends of international Chinese education and cultural teaching in the new era

With the development of globalization and the promotion of Chinese language education, cultural teaching has become increasingly important in international Chinese language education in the new era [5]. The following are some future development trends that can guide the practice and research of cultural teaching.

Firstly, interdisciplinary integration will become an important trend in cultural teaching. Cultural teaching is not only a part of language teaching, but also should be integrated with other disciplines to form a more systematic and comprehensive teaching content.

Secondly, with the popularization of mobile devices and the Internet, students can engage in cultural learning anytime and anywhere through online courses, mobile applications, and other means. Teachers can utilize online platforms and multimedia resources to provide students with richer cultural learning materials and interactive experiences.

## 7 Conclusion

Cultural teaching plays an important role and significance in international Chinese education in the new era. By using appropriate indicators and methods for effectiveness evaluation, it is possible to better understand students' learning outcomes in cultural teaching. In the future, we should actively respond to development trends, promote the continuous development of cultural teaching in Chinese education.

## Conflicts of interest

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

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