

# A Study on the International Communication Power of College Students Telling Chinese Stories in Foreign Languages from the Perspective of Ideological and Political Education in Curriculum——A Case Study of College Students Telling Chinese Stories in a Foreign Language

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**Abstract:** Under the background of global cultural mutual learning, foreign language ability and cultural communication ability have become one of the core elements of talent training in the new era. As a group with both language advantages and innovative vitality, college students play an important role in practicing how to tell Chinese stories in foreign languages. This paper takes the 2022 "Foreign Language Teaching and Research Press · Guocai Cup" International Communication Power Short Video Competition as a case study, analyzes the background, content effectiveness and optimization strategy of the case, and explores the specific strategies to guide college students to tell Chinese stories well in foreign languages, so as to provide practical reference for the reform of foreign language education in colleges and universities in the new era.

**Keywords:** college students, foreign language, chinese story, case analysis

## Introduction:

With the rise of China and the improvement of its international status, the international expression of Chinese stories has become a strategic proposition for the current construction of national image. College students have always shouldered the historical mission of inheriting and carrying forward Chinese excellent traditional culture. Under the background of the new era, telling Chinese stories in foreign languages is more helpful for college students to improve their foreign language application ability and cross-cultural communication ability, and to spread Chinese historical stories, traditional culture and modern achievements to the international stage. Based on the in-depth analysis of the 2022 "Foreign Language Teaching and Research Press · Guocai Cup" International Communication Power Short Video Competition, this paper puts forward specific strategies to promote college students to tell Chinese stories in foreign languages, such as promoting learning by competition, building a diversified communication platform, and integrating into the curriculum system, so as to better help the cultivation of international communication talents in colleges and universities in the new era<sup>[1]</sup>.

## 1. Case Overview

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## **1.1 Case background**

The 2022 " Foreign Language Teaching and Research Press · Guocai Cup " International Communication Power Short Video Contest is co-sponsored by Foreign Language Teaching and Research Press and China Foreign Language Assessment Center. It encourages college students to tell Chinese stories, explain Chinese wisdom and show Chinese style in foreign languages with the theme of " China 's intelligent manufacturing. " With the concept of " understanding China and communicating the world, " the competition is characterized by telling Chinese stories in multiple languages and perspectives, " showing China " through short videos, and showing China 's development achievements and cultural characteristics in the form of new media. In this competition, more than 900 colleges and universities across the country have participated in and submitted more than 10,000 works, covering traditional cultural heritage, scientific and technological innovation, rural revitalization, ecological protection and other fields. In recent years, ' Foreign Research Press · National Talent Cup ' has actively responded to the strategic needs of the country to strengthen the construction of international communication capacity, committed to improving college students ' understanding ability, critical thinking ability, cross-cultural ability and international communication ability, and promoting the global expression of Chinese stories and Chinese voices<sup>[2]</sup>.

The Third Plenary Session of the 20th Central Committee of the Communist Party of China mentioned that it is necessary to ' accelerate the construction of Chinese discourse and Chinese narrative system, and comprehensively improve the efficiency of international communication. The international communication power short video competition of " Foreign Language Teaching and Research Press · Guocai Cup " combines short video, a widely used media form for young people, with the cultivation of foreign language ability, which provides new ideas and new schemes for exploring the connection between foreign language talent training and national strategy in colleges and universities in the new era.

## **1.2 Content and Effectiveness Analysis**

In the award-winning works of the International Communication Power Short Video Contest of " Foreign Language Teaching and Research Press · Guocai Cup " in 2022, we can extract the trend of its topic selection : one is to focus on the concrete practice of smart city construction and intangible cultural heritage protection in the development process of contemporary China, and the other is to pay attention to cultural dialogues such as cooperation and anti-epidemic between Chinese and foreign youth and cultural exchanges along the Belt and Road in the context of globalization. In the international communication power short video competition of " FLTRP · Guocai Cup, " 75 % of the award-winning works adopt the combination of documentary filming and animation in the form of expression, and like to enhance the authenticity of narrative by means of character interviews, scene reproduction and so on. College students have effectively exercised their foreign language application ability, cross-cultural communication ability and digital media literacy in the practice of the " Foreign Language Teaching and Research Press · Guocai Cup " international communication short video competition.

The works of the competition have excellent communication effects on social media platforms at home and abroad. According to statistics, the award-winning works of the 2022 ' Foreign Research Press · National Talent Cup ' International Communication Power Short Video Competition have exceeded 150 million broadcasts on platforms such as Douyin International Edition and Bilibili, and many of them have been forwarded by official publicity accounts such as China International Television ( CGTN ).

## **2. How to promote college students to tell Chinese stories in foreign languages**

### **2.1 Promote learning by competition, cultivate students ' multicultural consciousness and international vision**

Language competition is an important way to help students combine knowledge learning with practical application. In recent years, simulated United Nations General Assembly, bilingual speech competition, international debate competition and other competitions have been widely welcomed by college students. More and more college students participate in various competitions to exercise their foreign language application ability and expression ability. The competition mechanism can not only stimulate students ' initiative to learn foreign languages and spread

d Chinese culture, but also is an effective way to improve the cross-cultural communication ability of college students. Based on this, schools and education departments should actively hold various large-scale competitions, guide college students to understand China's culture, history and social status in the competition, and learn to tell Chinese stories from a multicultural perspective. In the competition, a multi-level competition system of school competition-provincial competition-national competition-international competition can be constructed, and online transnational competitions can be jointly held with foreign universities to deepen the cultural mutual learning between Chinese and foreign college students under the new competition system. The combination of competition and training can help college students enhance their cultural consciousness, expand their international vision, guide students to adjust their narrative methods and contents more pertinently, and improve the communication effect<sup>[3]</sup>.

## **2.2 Build a diversified communication platform to promote practical exercises and international vision**

In order to provide more opportunities for college students to apply their knowledge to practice, colleges and universities need to actively build online and offline international cultural exchange activities, foreign language corners, simulated international conferences and other multi-exchange platforms, and provide college students with practical exercises with friends from all over the world. Platforms and opportunities to tell Chinese stories and share their opinions and feelings in foreign languages. With the help of modern Internet technology, the construction of a multi-communication platform will break through the single form of offline, and build a communication space for college students across geographical restrictions based on social media, online forums, video conferences, etc., and provide them with a platform to interact with foreign friends from all over the world at any time. In the process of sharing Chinese culture with foreign friends and discussing current events, we will subtly tell Chinese stories and exercise our oral and written language skills. In addition, the construction of offline multi-communication platform is also very important. Offline platforms such as international cultural exchange activities, foreign language corners, and thematic lectures can provide college students with a face-to-face communication opportunity with foreign friends. In the process, we will have a deeper understanding of the differences between different cultures and spread Chinese stories in a more vivid and vivid form. Encouraging more college students to actively participate in international volunteer service, overseas exchange and learning projects is also an important way to help them broaden their international horizons and tell Chinese stories. College students can tell Chinese stories in a more confident attitude on the basis of experiencing the culture and social system of different countries and understanding the world more comprehensively.

## **2.3 Integrate into the curriculum system, strengthen the system training and innovation ability**

The reconstruction of curriculum system is the basic project of cultivating international communication talents. The addition of special courses such as " Chinese story foreign language expression " or " cross-cultural communication and Chinese story " in foreign language courses can help foreign language majors better focus on the core elements of Chinese culture, historical events, contemporary social phenomena and other themes, guide students to tell Chinese stories in foreign languages, and further expand and cultivate college students' foreign language thinking ability and cross-cultural communication ability<sup>[4]</sup>. In foreign language professional courses, we should consciously guide students to learn to tell Chinese stories in foreign languages, pay more attention to the design and implementation of curriculum practice, actively organize students to participate in foreign language speech competitions, simulate international conferences, cultural display projects and other practical activities, and learn to tell Chinese stories vividly in foreign languages in the process of training foreign language oral and written expression ability, so as to improve college students' practical ability and innovative thinking. For college students majoring in foreign languages, communicating and learning with some teachers or experts with rich cross-cultural communication experience can provide more learning resources and inspiration for college students, better learn to tell Chinese stories in foreign languages, and strive to cultivate more compound talents with international vision and cross-cultural communication ability, so as to contribute more to the promotion of friendly exchanges between China and foreign countries and the dissemination of Chinese culture.

## **Conclusion**

College students' foreign language learning can not only stay at the language level, but also need to enhance their practical application ability of foreign languages. In the face of the great changes that have not been seen in a century, college students, as a new force to tell Chinese stories and spread Chinese voices, need to actively contribute their own strength to explore and build Chinese discourse and narrative system, so that the world can hear more and more wonderful Chinese stories.

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