

# Exploration of China's Way to Carry out International Chinese Education Communication in South and Southeast Asia

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**Abstract:** Although the incorporation of Chinese into the national education system of Southeast Asian countries has achieved initial results, the breadth and depth of the incorporation of Chinese into the national education system is still limited, and it is urgent to promote the in-depth coverage of Chinese education and dissemination in Southeast Asia. Based on this, suggestions are put forward to comprehensively promote the integration of Chinese into the national education systems of Southeast Asian countries from the three levels of individuals, schools, and countries: we should take the "Belt and Road Initiative" as the background to strengthen professional construction and improve teaching quality, use the Confucius Institute as a carrier to deepen cooperation with Educational and scientific research cooperation among countries along the route; actively "going out" through Sino-foreign cooperative education, and promoting the internationalization of higher education.

**Keywords:** International Chinese Education; South and Southeast Asia

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## 1. INTRODUCTION

Entering the 21st century, under the support and guidance of national policies, and driven by the rapid development of mobile Internet and related applications, my country's media industry has achieved new development achievements, and several influential media groups have emerged. But in terms of the scale and quality of the development of the entire media industry, there is still a big gap between us and the developed countries in the world's media industry. These gaps are prominently reflected in the relatively weak dissemination and influence of my country's mainstream media, the mismatch between the discourse power in the international public opinion field and the comprehensive national strength, and the fact that China's national image is distorted and smeared by foreign public opinion and Western media from time to time.

General Secretary Xi Jinping pointed out during the 30th collective study of the Political Bureau of the CPC Central Committee on May 31, 2021, "It is necessary to strengthen the propaganda and interpretation of the Chinese communist party, and help foreign people realize that the Chinese Communist Party is truly striving for the happiness of the Chinese people, understand why is the Communist Party of China capable, why is Marxism practiced, and why is socialism with Chinese characteristics good", "we must comprehensively improve the effectiveness of international communication, and build a team of specialized talents that can meet the needs of international communication in the new era", while emphasizing that "it is necessary to strengthen the construction of disciplines in colleges and universities and Reserve talent training", these important expositions have pointed out the direction for colleges and universities to cultivate international communication talents with the red gene of the party media.

The innermost layer is Kunming's international education industry, including two parts of academic education and non-academic education, which are the core construction content; the middle layer refers to related industries driven by the

development of Kunming's international education industry, among which infrastructure construction includes public transportation, communications, network management systems, government public services, etc.; the outermost layer means that with the construction of the inner two-tier system, the external effects of "F" will be overflowed, that is, the development situation required by the Kunming International 41= strategy. Southeast Asia the country has a complex language system, and its main languages are characterized by diversity.

Since economic globalization, Southeast Asian countries advocate the development of multiculturalism and generally attach importance to foreign language education. Southeast Asian countries have gradually relaxed their Chinese education policies and encouraged mainstream schools to carry out Chinese teaching. Many countries have issued relevant policies to formally incorporate Chinese into their national education systems. Yunnan also has many advantages: location, channel, climate, natural resources, tourism resources, ethnic cultural resources and so on. In terms of location, Yunnan is connected to the "Silk Road Economic Belt" in the north and the "Maritime Silk Road" in the south. It is the only province in China that can simultaneously communicate with Southeast Asia and South Asia by land, and connect Europe and Africa through the Middle East; from history Looking at it, Yunnan enjoyed the prosperity brought by the ancient southern Silk Road as early as the Qin and Han Dynasties, from the current situation, Yunnan has attracted a large number of overseas students through its unique climate, natural tourism and ethnic cultural resources.

## 2. THE PROPOSED METHODOLOGY

### 2.1 Southeast Asian countries where Chinese is included in the national education system

Countries in South Asia and Southeast Asia relate to China by mountains and rivers, blood, and nationalities. They have special humanistic origins. Active international communication work for South and Southeast Asian countries will help establish a good image of China as a reliable partner of neighboring countries and enhance China's relationship with China. The cooperation and friendship between South and Southeast Asian countries will enhance China's influence, appeal and shaping power in South and Southeast Asia. Yunnan is an important window and gateway for China to South Asia and Southeast Asia. It is located at the junction of the Chinese economic circle, the South Asian economic circle, and the Southeast Asian economic circle. With the improvement of the quality of education in Kunming, the students and teachers trained on the one hand, can directly provide sufficient human resources support for Kunming's talent strategy; Key talent from all walks of life in the country. These foreign students who have studied in Mineoka and formed a deep relationship with Kunming will surely "feedback" Kunming in various fields such as economy, culture, trade, and education in the future, and become a broad network of contacts for further in-depth ties between Kunming and Southeast Asia and South Asia.

There are 6 countries in Southeast Asia (Cambodia, Laos, Myanmar, Thailand, Indonesia, Vietnam) using a single main language, accounting for 54.55%; 5 countries (East Timor, Philippines, Malaysia, Singapore, and Brunei) using dual or multiple main languages, Accounting for 45.45%. The reason why Southeast Asian countries form dual or multiple main languages is influenced by colonial language policies. The main language of a bilingual or multilingual country generally retains the main national language and the language of the original colonial country. Taking the Philippines as an example, English has had a deep-rooted influence in the Philippines, and English has been retained as the official language of the Philippines, while Tagalog, the main national language, has also become the national language of the Philippines and is also used as an official language.

Improve the quality of teaching and provide talent support for the construction of the "Belt and Road". Colleges and universities make full use of Yunnan provincial government scholarships, national government scholarships, and Confucius Institute scholarships, improve scholarship usage methods and scholarship student management methods, and attract more students from Southeast Asia and South Asia to study in Yunnan. The government supports the construction and development of Guomen University, provides special funds for the cultivation of international talents of Guomen University, provides policy support for the further training of teachers of Guomen University, and the application of scientific research projects, etc., and gives full play to its advantages of directly radiating neighboring countries, and contributes to internationalization. Create conditions for the cultivation of talents. The proposal of "china-asean free trade area" provides an important basis for Kunming to determine its economic strategic position. Under the influence of global economic regionalization, the world is developing towards economic regionalization. Economic integration organizations such as the north American free trade area, the European union, and the Arab league were gradually formed. Historical

experience proves that these organizations provide a good framework and platform for promoting regional economic development. With the economic development of countries in the southeast arc and south industry, the blowout era of the international education market is coming.

### 2.2 The pull factor for the inclusion of Chinese in the national education system of Southeast Asian countries

2% of the students are very familiar with innovation and This provides a broad market opportunity for Kunming to develop international trade, international services, international tourism, international education and other markets in Southeast Asia and South Asia. Individual language choices are based on language value and language needs. Overseas Chinese learners have Chinese learning needs due to the value of Chinese, and then make language choices. Many studies have shown that language ability is often related to personal development and is positively correlated with income, especially in the information age and knowledge economy age. Therefore, proper language development is one of the most important aspects of life planning.

According to the national strategy and the needs of Yunnan's opening to the outside world, colleges, and universities in Yunnan Province focus on "inviting in" high-level universities from Singapore, Malaysia, and other countries, and "going out" to countries such as Thailand, Laos, Vietnam, and Myanmar. To the combination of "please come in" and "go out". At the same time, it is necessary to innovate ideas, take the initiative to "go out", and give full play to the disciplinary advantages of various universities, such as the ethnology advantages of Yunnan University, the language training advantages of Yunnan Normal University, the engineering technology advantages of Kunming University of Science and Technology, and the minority language advantages of Yunnan University for Nationalities. Yunnan Agricultural University's agricultural technology advantages, etc., actively carry out cooperative education projects with universities in Southeast Asian and South Asian countries and establish overseas branch campuses. China and Singapore have already carried out several cooperation's in the field of education.

For example, Sichuan "Fan University" and Singapore's higher education cooperation, China's Jiangsu-Singapore Higher Vocational Education Cooperation Forum, Guangdong, and Singapore's technical education cooperation, etc., and in April 2009, South China State Councilor Liu Yandong proposed when he met Singapore Prime Minister Lee Hsien Loong China-Singapore education technology cooperation has become a highlight of cooperation between the two countries. Training schools are a powerful supplement to Chinese education. With the growing demand for Chinese talents in Southeast Asia, Chinese training institutions are becoming more and more active. The Chinese Cultural Center in Singapore provides public Chinese teaching training and information services, the Oriental Culture Academy in Bangkok, Thailand has become the largest Chinese training school in Thailand, offering language classes, calligraphy, HSK remedial classes, etc. Chinese training schools in Southeast Asian countries have become a powerful supplement to Chinese education and provide a solid foundation for Chinese teaching. The diversified development has added vitality.

Innovate the talent training mode of Sino-foreign cooperative education projects and expand the scale of students exchanged

by both parties through mutual recognition of credits, mutual recognition of academic qualifications, and mutual award of degrees. Create online classrooms, share teaching resources, improve the feasibility of cooperative education projects by changing traditional classroom teaching methods, and expand the attractiveness of Chinese language, Yunnan minority culture, and tourism resources to students from Southeast Asian and South Asian countries. The competition of international communication power is essentially the competition among media, and the key to media competition is talent competition.

In the face of the current fierce competition for discourse power in the international public opinion field and the specific stage of the development of my country's media industry, we must adhere to the guidance of the Marxist news concept, inherit the red genes of the party media, and focus on cultivating a group of people with red genes, international vision and mastery of international news communication talents with advanced means of communication is an important measure to enhance my country's international communication capabilities. With the increasingly close economic globalization and cross-cultural exchanges, China, and countries in South and Southeast Asia have more and more common interests and demands. The international communication for South and Southeast Asia should focus on showing China's economic, social, and cultural development achievements and bringing benefits to neighboring countries. come with real benefits.

### 3. CONCLUSION

How to better define the positioning of international communication talents, integrate the Marxist journalism view throughout the entire process of international communication talent training, and integrate resources to improve the quality of talent training still requires further practice and exploration by journalism and communication departments. We have reason to believe that with the further enhancement of China's comprehensive national strength, the further renewal of international communication concepts, and the further development and iteration of international communication methods, the international competitiveness of China's media will be further enhanced. The development of Chinese education and communication in Southeast Asia is typical and leading. Through the analysis of the situation and motivation of Chinese being included in the national education system of Southeast Asia, it is helpful to recognize the development stage of Chinese education and dissemination in Southeast Asia, grasp the motivation mechanism that affects the inclusion of Chinese in the national education system, and then propose to comprehensively promote the inclusion of Chinese in the national education system of Southeast Asian countries. The countermeasures and suggestions for the education system are of great significance for promoting the development of international Chinese education and dissemination and enhancing the influence of Chinese language and Chinese culture.

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