A Study of Cultural Dissemination in Chinese International Education from the Perspective of Communication

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Abstract: At the present stage, China has paid more and more attention to the cultural transmission among Chinese international education. Apart from the inclusion of "cultural consciousness" in the "Outline of International Chinese Teaching", the Confucius Institute website, as well as Chinese culture and the promotion of Chinese. At the same time, communication plays an important role in people's lives, not only in the daily life of people to interpret many of the spread of the phenomenon, more able to promote people's daily information exchanges. This paper mainly studies the cultural communication in Chinese international education from the perspective of communication. After fully understanding the theory of communication and the theory of Chinese international education, this paper focuses on the analysis of the status and problems of cultural communication in Chinese international education from the perspective of communication, and then targeted the development of a few cultural communication strategy.

Key words: communication; Chinese international education; cultural communication

Introduction

In this new era, China's comprehensive national strength is growing, the world economy and culture are gradually realizing the integration of development. Especially in the context of the increasingly close cultural exchanges in the world, Chinese culture has been highly and widely concerned in the world, making the cultural communication among Chinese international education an important way of Chinese culture. Countries in the world to China and China's development of a more in-depth understanding and analysis, first of all need to explore the Chinese culture, to be able to understand the profound connotation of Chinese culture. At the same time, our country also needs to spread the Chinese culture through the Chinese international education, which has played an important role in the world culture, resulting in
a wider and far-reaching influence, thus showing the higher value of Chinese culture.

1. Brief Introduction to Communication and Chinese International Education

1.1 Overview of communication

Communication is a typical interdisciplinary product, gradually formed after the 1930s. Communication can be closely related to other social science disciplines, after the spread as a basic social function, it can use psychology, anthropology, political science, sociology, economics, linguistics and many other relevant knowledge of the subject dissemination of the field of research. In the field of communication, it believes that the whole process of communication will produce many elements, and the existence of mutual restraint between the various elements and links. After the formation of communication, the spread of culture has had a very important impact on the spread of culture in China, which has formed a relatively perfect system of communication theory, and can promote the prosperity and development of culture, through the promotion of Chinese international education which can promote the culture of Chinese culture by the world attention and attention.

1.2 Overview of Chinese International Education

In the context of the increasingly close relationship between China and the rest of the world, Chinese international education has been gradually promoted by the influence of cultural exchanges, which facilitates the promotion and dissemination of Chinese and Chinese culture in the international arena. It is in line with the development of the world economy and culture. The inevitable trend. In the international education of Chinese, it emphasizes the systematic teaching of Chinese to other countries whose mother tongue is not Chinese, and displays the charm of Chinese and Chinese culture through other activities and contents, and then promotes the spread and development of Chinese culture more widely. In addition, through the channel of international education in China can also promote a large number of foreign staff to learn more professional Chinese knowledge and Chinese culture, and then be able to enhance its attention to Chinese and even China, to enhance China's international influence.

2. An Analysis of the Current Situation of Cultural Dissemination in Chinese International Education from the Perspective of Communication

2.1 Have more spreading media

In the present era, the Internet technology level is getting higher and higher, the network era has arrived, and people’s work, study, life and so have a significant impact. Chinese culture will also be used when the cultural communication will be applied to the network technology, thus forming a more media, and all the media can be in the Chinese international education which play a good role in the dissemination and development of culture. In addition, the current media in the context of the process of accelerating the network has gradually formed a two-way communication model, can effectively avoid the existence of passive culture, so that people in different media transmission of media among the more convenient and effective access to culture content, and then be able to further break the constraints of time and space, more good mining and heritage of Chinese culture charm and value.

2.2 The formation of more transmission

In order to be able to carry out the cultural transmission better, the international education of Chinese has been paid
more and more attention to the richness of progressively transmission in the progress of the times. Therefore, from the perspective of communication, we can find that the Chinese international education has formed more cultural transmission, including the traditional way of transmission and modern means of communication. For example, the traditional way of conveying paper textbooks can systematically and actively carry out cultural transmission, but it is subject to time and space constraints. The modern means of communication mainly refers to the way of network communication, which can better bear the important task of Chinese international education and culture, so that people can understand the Chinese and Chinese culture through the network transmission without time and space constraints.

2.3 Interrelation between media and audiences
At present, China's international education is basically able to achieve the media and the relationship between the audiences. If the cultural transmission effect of Chinese international education is to be guaranteed, it is necessary to achieve a good correlation between the media and the audience. Our country has made some efforts in this regard. Because the people in the life which can form a culture, and life for the service, and in life which embodies the value of their own existence, so the international culture of Chinese culture, communication must be associated with the audience, to meet the needs of the audience. Thus highlighting the value of Chinese and Chinese culture.


3.1 The scope of the spread of the lack of extensive
Although there is basically a lot of media in the culture of Chinese international education, the scope of communication is still lack of extensive. On the one hand, although the international education of Chinese can be used to spread the way of Internet communication and media communication, but the spread of the object is relatively simple, basically for the college students, leading to its cultural prospects are very bleak, and can not make good use of many media, that is, can not fully play the media should be the value and role, it is difficult to reflect the composition of Chinese and Chinese culture spread of the extensive and value.

3.2 The lack of rich means of transmission
At the present stage, from the perspective of communication, it can be found that although it can be applied to the traditional paper textbooks and the new mode of Internet communication, the specific mode of communication is still lack of richness, and can not fully meet the international needs of Chinese language students to accept this demand. On the one hand, the traditional mode of paper textbooks need to rely on printing to continue to carry out, but the printing method has not been fully in line with the trend of development of the times, and thus can not continue to be as a major cultural transmission. On the other hand, the modern network communication mode, Chinese international education is basically mainly rely on the way the computer network client spread, the audience will still be a certain degree of time and space constraints, it is difficult to produce good communication effect.

3.3 The dissemination of content and the lack of closely related to the audience
The culture that is to be spread in Chinese international education must be widely recognized in the international context, and it must be perfected and enriched by the content it disseminates and to ensure that the content disseminated is closely related to the audience. Although Chinese international education is currently able to ensure that communication content and the audience have a certain correlation between, but it can not fully fit the audience in accepting the dissemination of cultural needs. This situation is not conducive to the continued development of Chinese
international education, more conducive to ensuring the effectiveness of cultural transmission, it is difficult to fully highlight the value of Chinese and Chinese culture.

4. From the perspective of communication on the Chinese international education in the spread of culture put forward some strategies

4.1 Actively expand the scope of communication

With the deepening of reform and opening up policies, China's comprehensive national strength is growing, the international status is also rising, making Chinese and Chinese culture in the world stage occupies an increasingly important position, play a more important role. In order to promote the Chinese culture in Chinese international education can be more healthy development, it must be active and expand the scope of communication. In this respect, the key is to expand the media to ensure that the media can penetrate into various types of communication groups and areas. Chinese international education can be different for the social, business, school different communication object and scope of the development of different communication methods, choose a different media, as much as possible to increase the international education of Chinese culture propaganda, causing widespread concern and attention, and then effectively carry out cultural communication work.

4.2 Efforts to enrich the mode of transmission

The cultural transmission of Chinese international education should pay attention to the rich way of communication if the channels are well disseminated and achievements. Initially, the cultural transmission of Chinese textbooks used in the culture of Chinese language was not able to continue to be the main mode of transmission. Instead, it should be better applied on the basis of maintaining the transmission mode. Way, that is, electronic transmission. On the one hand, we can use the computer network client in the Chinese international education among the cultural network of communication, on the other hand can rely on mobile media, such as WeChat, microblogging, and MSN and other platforms to facilitate the smooth and cultural transmission. This guarantee can really break the time and space constraints, anytime, anywhere to achieve the spread of Chinese and Chinese culture, reflecting the value of Chinese culture, expand the profound impact of Chinese culture.

4.3 Closely related to the dissemination of content and audience

For the time being, there is basically a certain correlation between the media and the audience of cultural communication in Chinese international education, but the association is not close. In order to promote the international cultural education has a better cultural transmission effect, it must further enhance the dissemination of content and the relevance of the audience, to promote the dissemination of content more fit the audience needs, and gradually get more recognition of the audience. At the same time, many media workers in the dissemination of Chinese and Chinese culture must strengthen their own communication and interaction awareness, and effective communication between the audience, so that the majority of the audience more understanding and attention to Chinese and internal management through culture, to achieve effective dissemination and show the charm of Chinese culture and value.

Conclusion

In summary, economic globalization and the integration of the trend of making the international forms of employment more and more diversified, resulting in a large number of cross-cultural exchanges. Good cross-cultural communication is conducive to avoiding unnecessary friction and misunderstanding, but also conducive to enhancing the
understanding between countries. Chinese international education in the context of Chinese and Chinese culture can spread, although it basically already has more media, the formation of more transmission, and the media and the audience can produce a certain degree of correlation, but there are still some problems in the specific cultural communication, such as the lack of extensive scope of communication, the lack of abundant transmission methods, the lack of communication content and the lack of closely related to the audience. To this end, the international education of Chinese must be able to actively expand the scope of communication, and strive to enrich the means of communication, closely linked to the dissemination of content and audience, in order to promote Chinese and Chinese culture to obtain a better communication, to show more attractive cultural value.

**References**