

Study on the Practice Path of Promoting Excellent Traditional Chinese Culture Education for International Student Counselors

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Abstract: International students in China are important windows for the international community to understand Chinese culture. As the facilitators of Sino-foreign cultural exchanges, international student counselors promote the education of excellent traditional Chinese culture, which is of great significance to the country, universities and international student counselors themselves. This paper explores how the international student counselors can promote the innovative education of excellent traditional Chinese culture by strengthening the construction of student associations, creating a network cultural atmosphere, constructing a traditional cultural environment and innovating cultural education activities to cultivate more international students who are knowledgeable about China, friendly to China and loving about China, which promotes Chinese culture to the world.

Keywords: International student counselors; Excellent traditional Chinese culture; Cultural education; Practice path

Since 2016, China has become the largest destination country for international students in Asia, and “Study in China” has become a brand. At present, the cause of studying in China has entered a new stage of improving the quality and efficiency, and as the backbone of ideological and political education for international students, the international student counselors play a vital role in the education of international students. “The excellent traditional Chinese culture contains China’s extensive and profound philosophical thoughts, humanistic spirits and moral concepts. These precious spiritual treasures have a strong practical guidance in the practice of cultural education in the new era, and are the inexhaustible ideological source of cultural education in the new era.”^[1] International student counselors should take the excellent traditional Chinese culture as the guidance, innovate the practice paths of educating international students with traditional Chinese culture, and cultivate more international students who know China, are friendly to China and love China.

1. The Significance of International Student Counselors Promoting the Education of Excellent Traditional Chinese Culture

1.1 Improving the Country’s Cultural Soft Power and Chinese Cultural Influence

On June 2nd, 2023, at the symposium on cultural inheritance and development, General Secretary Xi Jinping emphasized the importance of enhancing national cultural soft power and Chinese cultural influence, strengthening international communication capacity, telling Chinese stories well, and promoting Chinese culture to the world. The international students are important folk forces to understand and inherit the excellent traditional Chinese culture, and important windows for the international community to understand Chinese culture. Therefore, international student counselors should adhere to the cultural and ideological instructions of General Secretary Xi Jinping, spread excellent traditional Chinese culture to international students, train more international students who can tell Chinese stories well. In this way, Chinese culture is promoted to the world better along with a real, three-dimensional and comprehensive China showing the world.

1.2 Implementing the Mission of University Talent Training and the New Cultural Mission

General Secretary Xi Jinping, attending a symposium on cultural inheritance and development in Beijing on June 2nd, 2023, stressed that continuing to promote cultural prosperity, build a strong cultural country, and build a modern civilization of the Chinese

nation from a new starting point is our new cultural mission in the new era. Therefore, the universities should take the spirit of General Secretary Xi Jinping's important speeches as guidance, constantly deepen the understanding of the regularity of cultural construction and better shoulder the mission of talent training and the new cultural mission. The universities should take traditional Chinese culture as the starting point, highlight the characteristics of cultural education, and guide international students to identify and inherit Chinese culture.

1.3 Improving the Comprehensive Quality and Cultural Education Ability of International Student Counselors

International student counselors not only have the work quality to deal with the daily affairs of international students, but also need to improve their comprehensive quality through strengthening their cultural confidence and doing a good job in the cultural education of international students. Therefore, international student counselors should conscientiously study and understand the spirit and essence of excellent traditional Chinese culture, consciously integrate traditional Chinese culture into daily work, and give full play to the leading role of traditional Chinese culture. Meanwhile, international student counselors should promote the dissemination and innovation of traditional Chinese culture among international students, enhance the effectiveness of education work, and improve the ability of cultural education.

2. The Practice Path of International Student Counselor Promoting Excellent Traditional Chinese Culture Education

2.1 Strengthening the Construction of Student Associations and Implementing the Work of Traditional Culture Education

Student association is one of the student organizations closest to college students. The student association is conducive to the dissemination of excellent traditional Chinese culture to the student group, and is an important platform to carry out the education of excellent traditional Chinese culture for international students. "Literary associations such as poetry, prose, and debate, and art associations such as painting, music and pottery can be used as the carriers of cultural communication."^[2] International student counselors can integrate student association as a carrier into the education of Chinese excellent traditional culture. As the instructors of the associations, international student counselors can always pay attention to the cultural hot spots concerned by international students and guide the student associations with traditional cultural characteristics to carry out colorful activities. At the same time, international student counselors can also guide international students to independently organize association activities in accordance with the regulations to promote the excellent traditional Chinese culture. This is not only conducive to the sustainable development of the associations, but also improves the effectiveness of the excellent traditional Chinese culture education work of international student counselors.

2.2 Creating a Network Cultural Atmosphere and Building Traditional Cultural Education Platforms

International student counselors need to create a good network cultural atmosphere and build traditional cultural education platforms, which can be started from the following three aspects. First of all, international student counselors can spread the hot knowledge of traditional Chinese culture, push excellent cultural audio-visual content and online learning platforms through new media such as QQ, Doudou, wechat, Douyin, public account, etc. Second, international student counselors can build new media platforms and create cultural propaganda columns, such as Chinese regional culture publicity module, traditional culture daily push, and Chinese culture talent exhibition district. Furthermore, international student counselors can set a "daily punch" study score ranking to encourage more international students to join in them. Third, International student counselors can carry out traditional Chinese culture education through official apps such as Learning Power, People's Daily and Qiushi Magazine, strengthening the national conditions education for international students.

2.3 Building a Traditional Cultural Environment and Creating a Traditional Cultural Education Atmosphere

Therefore, international student counselors can build a traditional cultural environment and create a traditional cultural education atmosphere from the following three ways. First of all, the international student counselors set up cultural corridors, publicity boards, themed cultural walls, the cultural learning gardens, and exhibition areas of traditional cultural works in the teaching area and living area of international students. Second, international student counselors actively organize relevant cultural competitions to promote learning education, create an atmosphere of traditional culture education in the competitions, and promote international students' learning and recognition of traditional culture. Third, international student counselors can organize and carry out various cultural

experience activities, broaden the traditional cultural environment, and give full play to the complementary role of the “second classroom”, through which international students can recognize and appreciate Chinese traditional culture.

2.4 Innovating the Forms of Cultural Education Activities and Improving the Effectiveness of Cultural Education

Here are three ways to help international student counselors innovate the form of cultural education activities and improve the effectiveness of cultural education. First, international student counselors can set up themed class meeting activities in traditional festivals such as Mid-Autumn Festival, Dragon Boat Festival, Double ninth Festival, Lantern Festival and Spring Festival. International students can carry out activities such as cultural courseware sharing, cultural debate and exchange, cultural hand-making and cultural newspaper copying. Second, the international student counselors invite relevant experts inside and outside the university to hold a series of cultural lectures in the form of one month or one session to promote the spread of traditional culture. Third, the international student counselors excavate the excellent traditional cultural resources in the university’s majors, convene Chinese and foreign students to form a traditional culture propaganda volunteer team, carry out thematic cultural volunteer propaganda activities, and deepen the international students’ understanding and recognition of the excellent traditional Chinese culture through the form of peers, which also makes school brand activities of “one school, one product”.

3. Epilogue

International student counselors should uphold cultural concept of General Secretary Xi Jinping and enhance international students’ identification of excellent traditional Chinese culture, which is of great significance to the country, universities and international student counselors themselves. “Knowing - understanding - appreciation - acceptance - practice are the five levels of cultural identity.”^[3] Therefore, international student counselors, starting from the perspective of excellent traditional Chinese culture, should make international students to know, understand, appreciate and accept excellent traditional Chinese culture by strengthening student association construction, creating a network cultural atmosphere, constructing a traditional cultural environment and innovating cultural education activities. Through four practice paths, international student counselors can inspire foreign students spontaneously publicize excellent traditional Chinese culture, tell Chinese stories well, and spread Chinese voices, which makes the creative transformation and development of traditional Chinese culture and finally achieves a better promotion of Chinese culture to the world.

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