

Research on the Application of New Media Technology in the Chinese Cultural Education of Overseas Students

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Abstract. Digital technology expansion has brought about the creation of various new media. Likewise, the globalization of education now facilitates cultural education for foreign students studying in China. In the Internet era, new media ought to be effectively applied to make the cultural education of overseas students more engaging and worthwhile. Cultural education of overseas students in China emphasizes the importance of traditional Chinese culture. Since new media is immensely popular, contemporary, convenient and participatory, it is crucial to use it as a tool for teaching traditional Chinese culture to overseas students. Therefore, incorporating new media into academic instruction and both on-campus and off-campus activities is essential to ensuring the success of cultural education for overseas students.

Keywords: New Media Technology; Internet technology; Overseas Students; Chinese Cultural Education.

1. Introduction

The era of new media has been ushered in by technological innovations. New media technology is pervasive and a crucial tool in communication and cultural education. China has facilitated young students from Belt and Road countries to come and study in China, enhancing educational cooperation and exchanges since the introduction of the Belt and Road Initiative in 2013. In that context, China has surpassed all other Asian nations as the top destination for overseas learners seeking higher education in 2016, according to figures from the Ministry of Education of China [1]. The importance of enhancing the quality and effectiveness of education for overseas students has grown as the number of students studying in China. The popularization of traditional Chinese culture and the efficacy of the cultural education of foreign students in China are both directly impacted by new media technologies.

2. Current State of Chinese Cultural Education for overseas students

In 2010, the Ministry of Education released the Plan for Study in China, which states that “(school) shall actively strengthen education on Chinese laws and regulations, fine traditional culture, and national conditions, and helps overseas students to objectively understand the social development of China.” [2] The Measures for the Administration of the Admission and Training of Overseas Students were drafted in 2017 by the Ministries of Education, Foreign Affairs, and Public Security. This document expressly states that “higher education institutions shall provide overseas students with education on Chinese laws and regulations, school discipline and rules, national and school conditions, outstanding Chinese traditional culture and customs, etc.” [3] In China, teaching in classroom is currently the primary method through which international students receive their cultural education. They grasp general concept of Chinese traditional cultural foxes from the courses of Overview of China and Chinese. Cultural practices and extracurricular activities are crucial venues for students’ cultural indoctrination. [4] The concepts of “seeking common ground”, “beauty for all”, and “harmonious development” in traditional Chinese culture are drawing more and more attention from across the world as “the Belt and Road” Initiative develops. [5] Additionally, there has been a notable increase in the enthusiasm of international students to engage in Chinese cultural practices. Some Chinese higher institutions have made an effort to include more extracurricular activities in their Chinese courses. Universities have also planned trips to cultural

attractions and other social activities to further foster overseas students in learning the finer points of traditional Chinese culture. Microblogs, WeChat, and Tik-Tok, etc. are among the new media forms that offer superior technological platforms for the cultural teaching of overseas students.

3. Importance of New Media to the Chinese Cultural Education of Overseas Students in China

New media is widely used among overseas students because of its quickness in disseminating massive information. According to some researchers, the advantages of the new media, such as interactivity, convenience and speed of communication, openness and inclusiveness, are conducive to the cultural and psychological adaptation of international students and assist them in adapting better to the cultural context of the destination country. [6] There is a pressing requirement for both theoretical and practical studies on the cultural education of abroad students in the age of new media as the study of this topic is still in its early stages. On the other hand, international students' education is a significant component of Chinese higher education, and research on the international students' Chinese cultural education based on new media is a significant component of the internationalization of education. Figure 1 illustrates three categories of new media classified based on people's consumption patterns. [7]

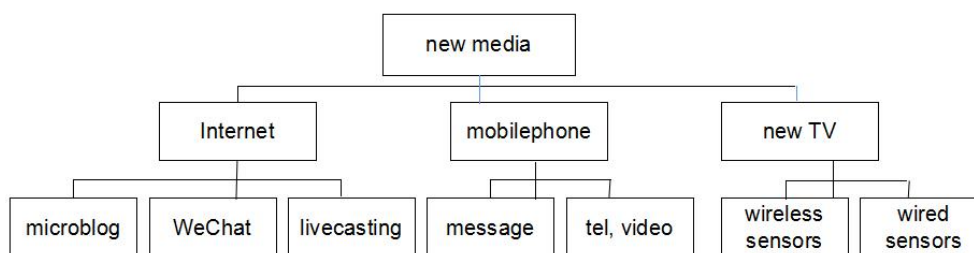


Fig. 1 Main Forms of New Media

In order to further clarify the impact of new media on the learning of Chinese culture by overseas students, in this study, 400 students from universities in Jiangsu province were chosen to engage in an online questionnaire. A total of 370 valid replies were received, achieving a return rate of 92.5%. The results are presented in Table 1 to Table 3.

Table 1. Use of New Media by Overseas Students in China

The main forms of New Media	Quantity	Percentage
Mobile phone	345	93.2%
Microblog/WeChat	280	75.7%
Cellphone Games	120	32.4%
News Site	180	48.6%
others	15	4%

Table 2. Main Purpose of Using New Media by Overseas Students

Main Purpose of Using New Media	Quantity	Percentage
Knowledge Acquisition	320	86.5%
Social Communication	315	85.1%
Entertainment	270	73%
Necessity of Life	210	56.8%
Others	35	9.5%

Table 3. Main use of new media in cultural education

Main use of new media	Quantity	Percentage
Muti-media classroom	370	100%
Official WeChat Account	325	87.8%
University Official website	267	72.2%
Online video media	185	50%
others	30	8.1%

The tables indicate that the primary form of new media used by overseas students is mobile phones. The main purpose of using new media, which is knowledge acquisition and social communication, is similar for overseas students. During their studies in China, overseas students can receive cultural education through multimedia teaching, with 87.8% using official WeChat accounts, 72.2% using university official websites, and 50% using online video media.

4. The effective path of cultural acquisition based on New Media

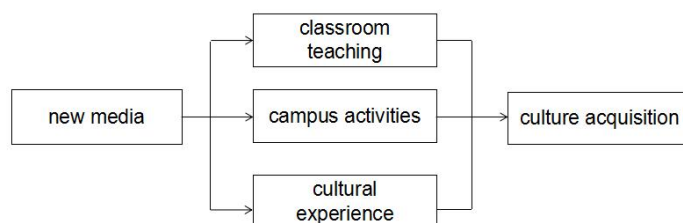


Fig. 2 Effective path of cultural acquisition based on new media

4.1 New Media in classroom teaching

Modern economic and social progress is inherently dependent on digital transformation, and a digital thinking style must be established through cultural education. The advancement of digital technology and the development of digital thinking is what propels the cultural education of international students ahead. It is crucial to include modern media into classroom instruction during Chinese cultural education. Now multi-media classroom is widely used in international education. Moreover, online learning has gained popularity in many universities due to its lack of space restrictions in contrast to traditional classroom instruction. It has also become an essential method of information acquisition for international students who wish to study in China. [8]

4.2 New Media in Campus cultural activities

The campus cultural activities of overseas students require a more open information platform that can give timely information that satisfies their needs in the age of information explosion. The conventional method of marketing paper media for abroad student groups' events has been replaced by new media, which removes the location restriction and allows for faster and more widespread promotion of the events. Cultural events held on campus serve as a valuable addition to the Chinese cultural education of international students, and are vital in delivering that education. [9] Videos can help explain the history of traditional Chinese festivals, and WeChat official accounts are utilized to convey Chinese traditional culture to international students.

4.3 New Media to enhance cultural experience

New media has expanded cultural activities with its technological advantages. [10] Firstly, new media's viability improves everyday activities. New media is used to conduct online questionnaire surveys to learn about overseas students' needs and carry out specific cultural activities. Secondly, new media improves the communication power of practical activities. Digital and mobile tools enable new media to disseminate information instantly. International students can stay up to date on cultural events by following the university's official WeChat account. Thirdly, new media

strengthened the influence of cultural activities. The timely interaction between information providers, disseminators, and viewers is information communication in the context of new media. Images and films may be used by students to document cultural practices in order to convey Chinese stories effectively and promote Chinese culture.

5. Conclusions

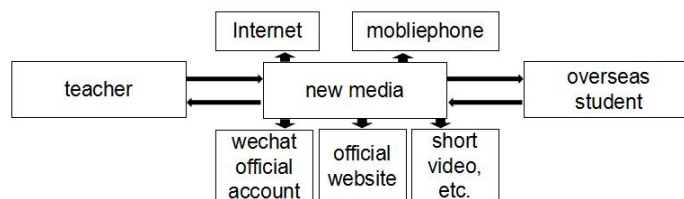


Fig. 3. Interaction between teachers and overseas students based on new media

New media, as one of the multimedia technologies in education, brings new opportunities for Chinese culture education. The dissemination of gorgeous traditional Chinese culture, which has rich nurturing value and is a crucial source of cultural education for overseas students, is given new life in era of new media. On this basis, new media can be used to connect teachers and overseas students in the process of cultural education, establishing effective teaching and learning interaction between the two, which is depicted in figure 3. To assist overseas students in developing a thorough understanding of Chinese culture, hence higher education institutions should aggressively integrate new media into classroom teaching, campus activities, and cultural practices, which also reinforce the effectiveness of cultural education.

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