

Promoting Language and Literature in Colleges and Universities for the Development of International Chinese Language Education Professionals

Li Meng¹, Wang Pan^{2*}

¹Faculty of Letters, Heilongjiang University, National Language and Literature Promotion Base (Heilongjiang University), Heilongjiang China

²College of Arts and Letters, Heilongjiang University, Heilongjiang China

Abstract. In order to better promote the language and writing system in colleges and universities, the State Language Commission has established national language and writing system promotion bases in many colleges and universities, and now the bases have become the basic positions to make full use of the characteristic advantages, and to demonstrate and guide the work of the national common language and writing system. This paper mainly discusses the current situation of language and writing work in colleges and universities, the effective way of language and writing work in colleges and universities to promote the professional development of international Chinese education, and the impact of language and writing work in colleges and universities on the development of international Chinese education, with the aim that colleges and universities can better cultivate more and more excellent international Chinese education talents.

1. Introductory

Schools are an important position for carrying out language and writing work, in which colleges and universities play a major role. From 2019 to now, the State Language Commission has set up projects to build 122 national language and writing promotion bases (hereinafter referred to as the "bases") in two batches, of which 108 are colleges and universities, and 14 are primary and middle schools, language associations, institutions, and so on, which have become important platforms for integrating talents and resources to carry forward and disseminate Chinese excellent language and culture. The bases have become a basic position for giving full play to their special advantages, demonstrating and leading the work on national common language and writing system, and an important platform for integrating talents and resources, as well as inheriting, promoting and spreading the excellent Chinese language and culture. In the face of the new deployment and requirements of the work on national common language and writing system in the context of the new journey of comprehensively building a socialist modernization country, colleges and universities should deeply study and understand the important exposition of General Secretary Xi Jinping on education and language and culture, and implement the decision-making and deployment of the CPC Central Committee and the State Council, as well as the spirit of the National Conference on Work on Language and Writing System, and have in mind the "two big situations", and the "greatness of the country". With "two big

situations" and "the greatness of the country" in mind, they should strengthen the construction of bases and show their due commitment and unique style in promoting the high-quality development of national language and writing work and helping the development of the Party and the country.

Since the founding of the country, the Chinese government has always been steadfast in promoting language and writing, and the Party has always insisted on its leading responsibility for language and writing and language and culture work, pointing out the direction for the development of the country's language and writing working. In the report of the 20th Party Congress, for the first time, education, science and technology, and talents were integrated and deployed in a trinity, clearly stating that education, science and technology, and talents are the basic and strategic support for the comprehensive construction of a socialist modernized country, emphasizing that adherence to the priority development of education, self-reliance of science and technology, and leadership of talents drive education to play an important pivot in science and technology and human resources innovation, and that it is important to strengthen the construction of basic, emerging, and intersectional subjects, and increase the construction of national common languages and cross-disciplinary construction, increasing the promotion of the national common language and writing system, and building superior disciplines with Chinese characteristics and world-class quality.

*Corresponding author's email: 1873668509@qq.com

As a base for training international Chinese language education professionals, actively promoting all language and writing work in colleges and universities will help to build a high-quality international Chinese language education team, disseminate the excellent traditional Chinese culture, and promote the development of the international Chinese language education profession¹.

2. Current situation of language and writing work in colleges and universities

Schools are the basic position for language and writing work, and colleges and universities play an important role in it. In 2020, the General Office of the State Council issued the Opinions on Comprehensively Strengthening Language and Writing Work in the New Era, which puts forward the idea of "insisting on taking schools as the foundation of national common language and writing education"², and organically integrates the language and writing work with the cultivation of talents in colleges and universities, scientific research, social service, cultural inheritance and innovation, and international exchanges and cooperation, scientific research, social service, cultural heritage and innovation, and international exchange and cooperation. The report of the 20th CPC National Congress emphasized "increasing the promotion of the national common language and writing system, improving the school management and education evaluation system, and perfecting the mechanism for nurturing people in schools, families and society".

In recent years, the state has increased its attention to language and writing work, and many universities have established language and writing bases. In 2020, the Department of Language and Writing Application Management of the Ministry of Education (Office of the State Language Commission) established the first batch of 60 national language and writing promotion bases. Of these, 83.61% are located in colleges and universities, and 16.39% are non-colleges and universities, colleges and universities are already the main position of language and writing promotion bases, Colleges and universities have incorporated the cultivation of students' awareness of the standardized use of language and writing and of the traditional promotion of Chinese outstanding language and culture into their personnel training programme; established Putonghua testing sites to conduct Putonghua proficiency tests; offered university language, oral expression, and set up bases for the promotion of language and writing and set up language and writing columns to organize activities for studying the standardization of language and writing through the bases radiating across the entire campus. A series of activities in colleges and universities have achieved the purpose of cultivating students to standardize the use of national common language and writing and laid the foundation for the rapid development of language and writing work. However, the variety of forms makes the language and writing work face more challenges, which at the same time brings barriers to the international Chinese teaching students in promoting Chinese language to foreign countries.

According to the incomplete statistics of the Ministry of Education, since the development of international Chinese language education, the number of people learning Chinese abroad has exceeded 25 million, and the cumulative number of people learning and using Chinese is nearly 200 million. Due to the development of teaching platforms and force majeure factors, colleges and universities to promote the development of international Chinese language education mode has changed dramatically, online teaching platforms or blended teaching platforms have been developed as a common mode of teaching, for more committed to the international promotion of Chinese language students in colleges and universities to bring a certain degree of opportunity. However, the establishment of a high-quality international Chinese language teaching system in colleges and universities and the improvement of the language and writing skills of school students have raised higher requirements.

3. Effective Paths for Language and Writing Work in Colleges and Universities to Contribute to the Development of International Chinese Language Education

3.1 Adhering to the Ideology of Socialism with Chinese Characteristics in the New Era and Promoting the Development of the Language and Writing Project

The report of the 20th Party Congress pointed out that we should always adhere to the leadership of the Party Central Committee with Comrade Xi Jinping as the core, adhere to the Xi Jinping Thought on Socialism with Chinese Characteristics in the New Era, and accelerate the pace of reform of the language and writing business, and that colleges and universities should adhere to the self-confidence and self-improvement, and resolutely take the road of language and writing development with Chinese characteristics³. The road of language and writing development in New China has laid a solid foundation for information communication and cultural improvement for all people on the road to socialist modernization. Whether in the past or at present, we should always adhere to the leadership of the Party, start from the actual situation of China and universities, positively respond to internal and external challenges, continue to create a path of development of the language and writing business that is suitable for China's basic national conditions, continue the Party's great achievements of the century-long struggle, pass on the excellent language and culture, promote the self-confidence and self-reliance of culture, and promote the development of language and writing business.

3.2 Adhering to the principle of observance and innovation and realizing the innovative development of language and writing

For a long time, we have been comprehensively implementing the Party's guidelines and policies, promoting the State common language and writing system in primary and secondary schools, colleges and universities as well as remote areas across the country, scientifically protecting the languages and writing systems of various ethnic groups, and respecting and safeguarding the learning and use of minority languages and writing systems. Nowadays, the new round of scientific and technological revolution and industrial revolution are advancing in depth, real and virtual spaces co-exist, and the form of language and writing work has changed significantly. We should keep up with the pace of the times, vigorously promote the digitization and intelligent construction of language and writing, combine language and writing innovations in universities and international Chinese language education majors, and make use of existing technology to actively explore new ideas of digital empowerment.

3.3 Improvement of rules and regulations to raise the awareness of teachers and students in the use of the national general language and writing system

Colleges and universities can make full use of platforms such as school magazines, college websites, public numbers of bases, and jitterbugs to vigorously publicize national policies and laws and regulations on language and writing, such as the Opinions on Comprehensively Strengthening the Work of Language and Writing in the New Era issued by the General Office of the State Council, and the Opinions on Strengthening the Services of Higher Education Institutions for the High-quality Promotion and Popularization of the National Common Language and Writing Systems issued by the Ministry of Education and the State Language Commission, to improve teachers' and students' overall knowledge of language and writing. Colleges and universities can integrate the requirements for standardization of the language and writing system into all relevant systems, and establish a system of responsibility management, with layers of management and responsibility. In addition, the language and writing bases of universities can make use of the relevant associations on campus to promote language and writing and enhance their influence. Improving the rules and regulations related to language and writing in colleges and universities not only promotes the development of language and writing, but also enhances international Chinese education.

3.4 Fulfilment of the role of the classroom position and the development of professionalism

Colleges and universities are first and foremost to educate people and cultivate talents, to promote language and writing on campus, to strengthen students' ability to use

language and writing, to improve the level of Putonghua, and to create a group of talented people with a high level of professional knowledge as well as professional competence. We will offer courses on the standardized use of the national common language and writing system, strengthen the teaching ability of international Chinese majors in the basic aspects of character pronunciation and stroke order, and incorporate the basic requirements of the use of standardized language and writing system and academic writing into the mandatory public courses; we will offer special cultural classes to pass on the excellent Chinese culture, strengthen the efforts of students in spreading the excellent Chinese culture, and actively participate in the "Chinese Classics Recitation, Writing and Speaking Competition", "Red Chinese Classics Recitation, Writing and Speaking Competition". We will also actively participate in the "Red Classics in the Countryside" thematic activities, so that students can develop the habit of standardizing the use of language and writing and improve their ability to pass on their culture; increase the proportion of practical courses, improve the new type of teaching methodology, and cultivate "digital" professionals, and improve the international standard of academic writing. "digital" professionals, enhance the digital and informatization teaching ability of teachers and students of international Chinese majors, and cultivate new types of international Chinese education talents.

4. The Impact of Language and Writing Work in Colleges and Universities on International Chinese Language Education

4.1 Support for the development of professionalism and the building of a high-quality teaching workforce

General Secretary Xi Jinping pointed out that the promotion of the national general language and writing, and efforts to cultivate party-loving and patriotic builders and successors of the socialist cause. Colleges and universities play an irreplaceable role in building a professional talent team. Firstly, create a team of teachers with expertise in international Chinese language education, and make use of scientific research platforms to improve professional teaching ability; secondly, create a multi-dimensional integrated education system of classroom teaching, social practice and cultural activities to strengthen the use of the national general language and writing skills of students at different levels in undergraduate and postgraduate studies of this programme; finally, attract more overseas Chinese language teachers to study master's and build a three-dimensional and diversified international Chinese language education teachers and volunteers⁴.

4.2 Conducive to the promotion of the dissemination of Chinese language and culture

It is an important task to strengthen China's international communication capacity building to tell China's story, disseminate China's voice, and show a real, three-dimensional and comprehensive China. The promotion of language and writing in colleges and universities is not just about the language itself, but more importantly, it is about passing on and carrying forward the excellent traditional Chinese culture behind the language and writing⁵. International Chinese language teachers can bring the activities of universities to carry out Chinese classics recitation, poetry relay recitation by teachers and students, and the classics-run-the-countryside programme to Chinese language classrooms overseas, to promote the dissemination of Chinese culture overseas as well as exchanges and collisions with different cultures, and to stimulate the interest of foreign students in Chinese culture and to promote the development of Chinese culture.

4.3 Contributing to the International Chinese Language Education System

Give full play to the function of colleges and universities as an important position for discipline construction, increase scientific research investment, integrate professional resources, and make use of the scientific research platforms of colleges and universities to build a more scientific and targeted discipline system. Under the standard of building a modern socialist country in a comprehensive manner, high-quality development is of primary importance. Universities should make full use of their advantages to promote the state common language and writing system in high quality, especially the international Chinese language education programme, so as to cultivate high-quality and all-rounded talents. System practitioners and cultural communicators in universities can continue to promote the standardization and standardization of language and writing work, deepen their efforts in international Chinese language education, and help build a community of human destiny⁶.

4.4 It is conducive to attracting international students to China and enhancing the international status and influence of the Chinese language.

Since the development of international Chinese language education, Confucius Institutes have been opened all over the world, however, they have been affected to a certain extent due to the epidemic. Nowadays, colleges and universities are promoting language and writing work, which not only attracts more international students with strong interest in Chinese language, but also cultivates professional talents, and lets these talents and teachers go to the front line overseas to promote the international communication ability of Chinese language and tell the Chinese story well. In this process, colleges and universities should pay attention to the mechanism of articulation, improve the quality and demonstration of

leadership, improve the institutional mechanism of language and writing work, do a good job in scientific research, serve the community to inherit the culture and international communication and dissemination, and enhance the Chinese language's international status and influence, under the basis of improving the students' language competence and literacy and advancing the excellent traditional Chinese culture.

5. Final comments

General Secretary Xi Jinping has shown that mastering a language is mastering the key to a country's culture. As a cross-discipline, international Chinese language education not only teaches more foreign students Chinese, but also serves as a bridge between China and the world. As the basic position of language and writing promotion, universities should always pay attention to language and writing education, use science and technology to deepen language and writing research, pass on the excellent traditional Chinese culture, and combine with international Chinese language education to cultivate new types of digitized professionals and enhance the international status and influence of language and writing culture.

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