

# *Analysis of International Communication Strategies and Promoting Development of Education under the Revitalization of Cultural Power*

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**Abstract:** With the rapid development of China's economy and the promotion of its international status, China's soft power has attracted more and more attention from the world. As an important part of soft power, educational soft power plays an important role in China's international communication. From the perspective of a cultural power, the international communication of educational soft power needs to be realized through various channels. This study provides theoretical basis and suggestions for related development by analyzing the international communication strategies of educational soft power culture from the perspective of a cultural power.

## 1. Introduction

With the acceleration of globalization and the rapid development of information technology, cultural diversity has become an inevitable trend. As a cross-regional and cultural activity, education can help people understand and appreciate the differences and commonalities between different cultures. Through education, we can promote international exchanges, deepen the understanding and cognition between different cultures, and promote the development of world cultural diversity.[1].

Chinese culture is a unique cultural symbol of China with a long history and tradition. Let the world know and appreciate Chinese culture is one of the important ways to internationalize China.[2]. Education plays an important role in promoting Chinese culture. It can teach students the essence and characteristics of China culture, enhance their national pride and cultural self-confidence, and promote the spread and development of Chinese culture while cultivating cross-cultural awareness.[3].

A cultural power refers to a country's soft power and cultural influence, based on its economic, political and military strength, through the creation, dissemination and expansion of its influence, so as to realize the all-round development of the country and the promotion of its international status.[4]. The concept of cultural power was put forward at the beginning of the new century, which is one of the important strategic goals of Socialism with Chinese characteristics's career development.

Educational soft power means that a country can enhance its international status and influence through the influence of education system, education policy and education resources. Educational soft power is an important part of soft power, which can help a country gain more support and recognition in the international community, so as to maximize national interests.

## **2. Concept explanation**

### **2.1. Cultural Power**

A cultural power refers to a country's soft power and cultural influence, based on its economic, political and military strength, through the creation, dissemination and expansion of its influence, so as to realize the all-round development of the country and the promotion of its international status.[5]. The concept of cultural power was put forward at the beginning of the new century, which is one of the important strategic goals of Socialism with Chinese characteristics's career development. The core of a cultural power is cultural innovation, that is, through the creation, dissemination and expansion of cultural influence, the country's soft power and cultural influence are enhanced, so as to realize the all-round development of the country and the promotion of its international status.[6].

Cultural self-confidence is the foundation of a strong cultural country and the premise and foundation of the construction of a strong cultural country. Cultural self-confidence refers to the recognition, pride and self-confidence of one's own culture, which is a kind of cultural identity and cultural consciousness. Cultural self-confidence is the core of a strong cultural country, and it is the foundation and premise of the construction of a strong cultural country.[7]; Cultural innovation is an important content of cultural power and the key to the construction of cultural power. Cultural innovation refers to creating new cultural forms and cultural products on the basis of inheriting and developing traditional culture, and improving the creativity, communication and influence of culture. Cultural innovation is the core of a cultural power and the key to the construction of a cultural power; Cultural inheritance is an important content of cultural power and the foundation of cultural power construction. Cultural inheritance refers to the inheritance and development of our traditional culture, the protection and promotion of our cultural heritage, and the improvement of cultural inheritance and benefits.[8]. Cultural inheritance is the foundation of a strong cultural country and the premise of its construction. Cultural exchange is an important way to strengthen the country through culture. Cultural exchange refers to the exchange and cooperation between different countries and regions in the cultural field, including cultural exchange activities, cultural exchange projects and cultural exchange institutions. Cultural exchange is an important channel of a country's cultural soft power and a powerful and important driving force of a country's culture; Cultural industry is an important pillar of a strong cultural country. Cultural industry refers to industries with cultural products and services as the main content, including cultural creative industry, cultural tourism industry, cultural education industry and so on. Cultural industry is an important carrier of a country's cultural soft power and an important embodiment of a country's cultural strength. The promotion of China's cultural industry needs to strengthen its support and guidance, promote its transformation, upgrading and innovative development, and improve its international competitiveness.[9].

### **2.2. Soft power and educational soft power**

Soft power means that a country enhances its international status and influence through the influence of culture, values, morality, education, science and technology, art and sports. Soft power is a non-military means, which can help a country gain more support and recognition in the international community, so as to maximize national interests. The main contents of educational soft power include the following aspects (Table 1).[10]:

Table 1: Form1 the main content of educational soft power

Education system	Education system is the foundation of a country's educational soft power, which includes education system, education management, education resources and so on. A perfect education system can cultivate more talents for the country and improve its comprehensive strength and international competitiveness.
educational policy	Education policy is an important part of a country's educational soft power, which includes education funds, education reform, education development and so on. A good educational policy can provide more educational resources for the country and promote the development and progress of education.
educational resources	Educational resources are an important part of a country's educational soft power, which includes educational facilities, educational technology, educational talents and so on. A rich educational resource can provide more educational opportunities for the country and promote the cultivation and development of talents.
quality of education	The quality of education is an important indicator of a country's educational soft power, which reflects the level of a country's education. A high-quality education can cultivate more talents for the country and improve its comprehensive strength and international competitiveness.
International educational exchange	International educational exchange is an important part of a country's educational soft power, which can help a country to carry out educational exchanges and cooperation with other countries and promote international cultural exchanges.[11]

### 3. The urgency of promoting the international dissemination of educational soft power culture in the new era

With the rise of China and the promotion of its international status, the importance of educational soft power and cultural international communication has become increasingly prominent. In the new era, China needs to actively enhance its educational soft power and international cultural communication, so as to enhance its national soft power and international influence. Education is an important part of a country's soft power, which can not only improve its cultural soft power, but also improve its economic strength and scientific and technological strength. The promotion of educational soft power can bring the following benefits:

Improve the country's international reputation and image. Education is an important part of the country's soft power. By improving the quality and level of education, the country's international reputation and image can be improved and the country's soft power can be enhanced. Strengthen the country's economic strength. Education can cultivate talents, improve their quality and innovation ability, thus promoting economic development and innovation; Improve the country's scientific and technological strength. Education can cultivate scientific and technological talents, improve their quality and innovation ability, thus promoting scientific and technological development and innovation; Strengthen the country's cultural soft power. Education can inherit and carry forward the national culture and improve the cultural soft power of the country.[12].

The international spread of culture is an important part of the country's soft power, which can bring the following benefits:

Improve the country's international reputation and image. Culture is an important part of the country's soft power. By spreading the country's culture, the country's international reputation and image can be improved and the country's soft power can be enhanced. Strengthen the country's cultural soft power. The international communication of culture can inherit and carry forward the national culture and improve the cultural soft power of the country. Promote international exchanges and cooperation. The international spread of culture can promote international exchanges and cooperation and enhance understanding and friendship among countries. Promote the development of cultural industries. The international spread of culture can promote the development and prosperity

of cultural industry. Improve the quality and level of education. Improving the quality and level of education is the key to enhance the soft power of education. It is necessary to strengthen investment in education, improve the allocation efficiency of educational resources, strengthen teacher training and education and teaching reform, and improve the quality and level of education. Strengthen international educational exchanges and cooperation. Strengthening international educational exchanges and cooperation is an important way to enhance the soft power of education and the international spread of culture. We should actively participate in international educational exchanges and cooperation and expand international educational resources.

#### 4. Analysis of the difficulties and causes of the international dissemination of educational soft power culture.

##### 4.1. The real dilemma of international communication of educational soft power culture

Table 2: The Realistic Dilemma of the International Dissemination of Soft Power Culture in Form Education<sup>2</sup>

language barrier	Language is the carrier of culture and an important tool for international communication. However, the international dissemination of China's educational soft power culture faces the problem of language barriers. Although Chinese is one of the most widely used languages in the world, English is still the mainstream language in the world. Due to the relatively low level of English education in China, many China people encounter language barriers in international communication, which not only affects the international image of China people, but also affects China's international influence and competitiveness. In order to solve this problem, China government has taken a series of measures, such as promoting English education, cultivating English talents and improving the quality of English education. But these measures need a long time and a lot of investment to see results. At the same time, China needs to strengthen the study and research of other languages, such as Spanish and Arabic, so as to better communicate and cooperate with other countries.
cultural difference	Culture is an important part of a country's soft power and an important part of international communication. However, the international dissemination of China's educational soft power culture faces the problem of cultural differences. Due to the great cultural differences between China and other countries, many China people encounter cultural barriers in international communication, which not only affects the international image of China people, but also affects China's international influence and competitiveness. In order to solve this problem, the China government has taken a series of measures, such as promoting China culture, strengthening cultural exchanges, and cultivating cross-cultural exchange talents. But these measures need a long time and a lot of investment to see results. At the same time, China needs to better understand the cultures of other countries, so as to better communicate and cooperate with other countries.
Media influence	Media is an important channel of international communication and an important shaper of international image. However, the international dissemination of China's educational soft power culture is facing the problem of media influence. Because the media in China are influenced by political and economic factors, many media reports in China are regarded as propaganda and propaganda by the outside world, which not only affects the international image of China, but also affects the international influence and competitiveness of China.

The international communication of educational soft power culture is an important part of a country's soft power. It can influence and shape the national image through education, culture and other means, and enhance the country's international status and influence. However, in the current international environment, the international dissemination of educational soft power culture faces many practical difficulties, which not only affect the international image of China, but also affect the international influence and competitiveness of China. This paper will analyze and discuss from the

following aspects (Table 2).[13].

#### 4.2. Analysis of the causes of the problems existing in the international dissemination of educational soft power culture

Table 3: Form 3 reasons for insufficient educational resources

Insufficient investment	China's investment in education is relatively insufficient, and the proportion of education funds to GDP is low, which also limits the expansion and promotion of educational resources.
The education system is unreasonable.	China's education system is relatively rigid and inflexible, and the formulation and implementation of some education policies and systems are not forward-looking and innovative, which can not adapt to the trends and needs of international education development in time. (3) The quality of education is not high. The quality of education in China is relatively low, and there are some problems in the quality of education in some universities and educational institutions, which also affects the expansion and promotion of educational resources.
The education system is not flexible enough.	Policy making is not forward-looking and innovative enough. The formulation and implementation of China's educational policies and systems lack foresight and innovation.

The international dissemination of educational soft power culture refers to transmitting China culture and values to the international community through educational means, and enhancing China's international influence and competitiveness. However, in practice, there are some problems in the international communication of educational soft power culture, which are mainly caused by the following reasons. The shortage of educational resources is an important issue in the international dissemination of educational soft power culture. As a developing country, the distribution of educational resources in China is unbalanced, and the gap between urban and rural areas and regions is large, which leads to uneven educational quality. At the same time, due to the lack of educational resources, the internationalization of education in China is low, which is difficult to meet the international community's demand for China culture and values; The inflexibility of the educational system is also a problem in the international dissemination of educational soft power culture. China's education system is relatively rigid, lacking the motivation for innovation and change. The inflexibility of the education system makes it difficult for the content and form of education to meet the needs of the international community and meet the international community's cognition and understanding of China's culture and values; The low quality of education is also a problem in the international communication of educational soft power culture. Although the quality of education in China has improved in recent years, there are still some problems. For example, the content and form of education are too rigid and lack the motivation for innovation and change; Lack of interaction and participation in the process of education, students' subjectivity and creativity can not be fully exerted; Educational evaluation pays too much attention to test scores and ignores students' comprehensive quality and ability; Cultural differences and language barriers are also a problem in the international dissemination of educational soft power culture. There are some differences between China's culture and values and western culture and values, which may lead to the deviation of international understanding and cognition of China's culture and values. At the same time, due to language barriers, it is difficult for China to achieve the expected results in the international dissemination of educational soft power culture; The lack of international talents is also a problem in the international communication of educational soft power culture. Internationalized talents refer to talents with international vision and cross-cultural communication ability. The lack of international talents makes

it difficult for China to communicate and cooperate effectively with the international community in the international dissemination of educational soft power culture.

The reasons for the shortage of educational resources mainly include the following aspects (Table 3):

## **5. Ways of international dissemination of educational soft power culture from the perspective of cultural power**

Language is an important carrier of culture, and teaching Chinese as a foreign language is an important part of China's educational soft power. At present, China has become the second largest economy and the largest trader of goods in the world. More and more foreigners come to China to work, study and travel, and the demand for teaching Chinese as a foreign language is growing. Strengthening the education of Chinese as a foreign language can not only meet the needs of foreigners to learn Chinese, but also let more foreigners know about China culture and enhance their knowledge and understanding of China. In strengthening the education of Chinese as a foreign language, the following measures can be taken.[14]

Strengthen the training of Chinese teachers. Train more excellent Chinese teachers, improve their teaching level and quality, and let more foreigners benefit from high-quality Chinese education.

Building a Chinese teaching resource database. Build a batch of high-quality Chinese teaching resources, including teaching materials, teaching videos, teaching software, etc., to facilitate foreigners to learn Chinese.

Promote the Chinese test. Promote the Chinese Proficiency Test (HSK), so that more foreigners can understand the standards and contents of HSK and improve their Chinese proficiency.

Educational exchange between China and foreign countries is an important way to spread educational soft power internationally. Through educational exchanges between China and foreign countries, cultural exchanges and understanding between different countries can be promoted, and international friendship and cooperation can be enhanced. Establish an educational exchange mechanism between China and foreign countries. Establish an educational exchange mechanism between China and foreign countries, promote exchanges and cooperation between Chinese and foreign schools, and promote the sharing and complementarity of Chinese and foreign educational resources; Increase the number of international students. Increase the enrollment of foreign students, attract more foreign students to study in China, let them know about China culture and education, and enhance their knowledge and understanding of China; Initiate Chinese and foreign educational projects. Initiate Chinese-foreign educational projects, such as Sino-foreign cooperative education and Sino-foreign joint research, to promote in-depth cooperation between Chinese and foreign schools and improve the quality and level of education; Strengthening the protection and inheritance of cultural heritage is a unique symbol and important wealth of a country, and protecting and inheriting cultural heritage is an important way to spread the soft power of education internationally. By protecting and inheriting the cultural heritage, foreigners can learn about the history and culture of China (Figure 1). Besides, academic exchange and cooperation is one of the important ways to spread the culture of educational soft power internationally. Under the framework of globalization, the exchange between scholars in education can deepen the exchange and cooperation under different cultural backgrounds and promote the development of cultural diversity. Academic cooperation projects, international conferences, publications and research reports are helpful to improve the country's professional level, scientific and technological innovation achievements and cultural influence. Overseas educational institutions are an important means of international dissemination of educational soft power, which can provide Chinese education, introduction of traditional culture and teaching of various courses for local students. At the same time, local professors are hired to offer

Chinese courses to show the charm and characteristics of China culture, thus promoting the spread and development of Chinese culture in the world. Overseas educational institutions are an important means of international dissemination of educational soft power, which can provide Chinese education, introduction of traditional culture and teaching of various courses for local students. At the same time, local professors are hired to offer Chinese courses to show the charm and characteristics of China culture, thus promoting the spread and development of Chinese culture in the world (Figure 2).



Figure 1: Forms of international cultural communication



Figure 2: Education of Cultural International Communication

## 6. Conclusion

Cultural soft power refers to the relationship between a country's attack and attraction, including cultural products, cultural symbols, cultural traditions, etc., and is an important factor of influence in international competition. Education is the foundation of cultural soft power. Through the power of education, we can convey the country's core values, cultural characteristics and historical inheritance, and then realize the enhancement and promotion of national cultural soft power.

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