

An analysis of the international communication strategy of educational soft power culture from the perspective of cultural power

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Abstract: Education is an important part of the formal system of the country. In addition, the function of education in inheriting human civilization makes it have a common human value that transcends the national and national cultural significance in essence. It is this attribute that provides a solid foundation for cooperation and exchanges between countries, nationalities and cultures. Therefore, education plays an indispensable role in promoting the development of world civilization and human progress. Under the background of the contemporary cultural power, international cultural communication widely exists in all kinds of international cooperation in China's education field. While spreading the educational image of China, it also undertakes the important function of international cultural communication of China. This paper will analyze and sort out the influencing factors of international communication of educational soft power culture in China at this stage from the perspective of a cultural power, and then put forward practical suggestions on international communication strategies of educational soft power culture.

1. Introduction

From the perspective of a strong cultural country, not only has China strengthened the construction of international communication of education and culture, but also the cultural exchange activities between countries have become more and more complicated, and the education cause has developed vigorously. Under the background of building a cultural power in China, the international communication of educational soft power has been paid more and more attention. By developing education in an all-round way, we can spread the characteristic education and cultural ideas of the Chinese nation to the world. At the same time, the development of education industry is also helpful to enhance the national economic strength and establish a sound education system [1]. From the perspective of a strong cultural country, this paper analyzes the influencing factors of the international communication of China's educational soft power, and puts forward a series of practical strategic suggestions. These suggestions will help China's education to better display the charm of Chinese culture and enhance its influence in the global education field.

2. Today's education system is based on the soft power of education and international cultural communication

The establishment of the current education system can be traced back to the rise of industrial civilization, when the newly enlightened people's desire for knowledge accelerated the materialization of education. Although the entity, content, methods and forms of the education system have obvious national characteristics, the characteristics of educational thoughts and knowledge achievements beyond race, culture and region (Figure 1) have also triggered the cross-regional flow of teachers and students [2]. Therefore, education has not only become the subject and content of international cultural communication, but also the means and result of international cultural communication. The birth of this organizational form of university combines many different cultural traditions. Kyle Tis is an expert on Islamic culture in the United States. He believes that universities are the product of the western Christian world in the 12th century [3][4].

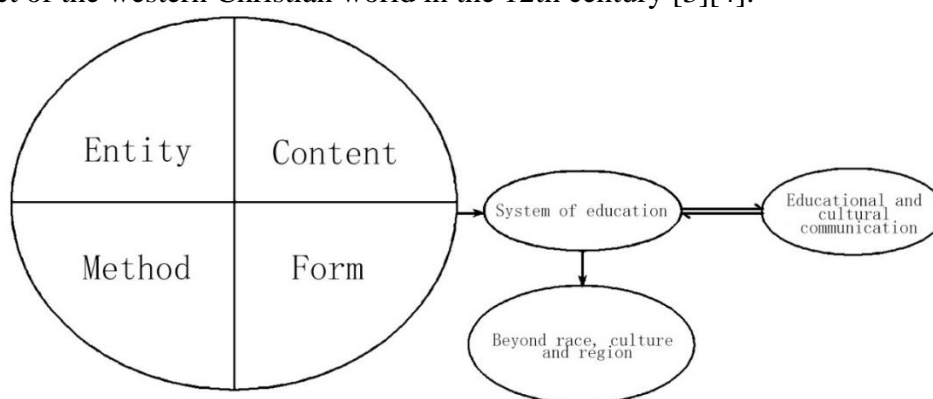


Figure 1: Education system

The educational system of modern countries is the result of the integration of various civilizations, including advanced educational ideas, institutional theories and content methods. As long as it is conducive to human progress and social development, no matter which country or region it originated from, it can be spread to other countries and regions in the world through academic publication, personnel mobility, exchanges and cooperation [5][6]. For example, the compulsory education system originated in Germany at the earliest and has been widely used in the world, although the objectives and conditions of implementation in different regions of the world are slightly different [7]. Many educational thinkers such as Confucius, Kant and Dewey have profound historical and cultural values in their own countries, but they are also known all over the world. With the rapid development of modern information technology and transportation logistics, the international dissemination of education system, content and methods has become more extensive and convenient. Although the local characteristics of education are one of the personality foundations of its unique charm, it will continue to be challenged and transformed by foreign cultures. Therefore, in international cultural communication and exchange, the position and orientation of education has become more important [8].

3. International students are an important force in international cultural exchange and communication

Since the establishment of the university as a learning organization, there has been a long-term phenomenon of teachers, students, practitioners and other groups flowing in the education sector, and the international student exchange education model has continuously promoted the development of

world education experience (Figure 2). Medieval universities in Europe established a basic framework in the history of world higher education development, while the University of Berlin in Germany made clear the important position of advanced research in modern universities, and Johns Hopkins University in the United States promoted the modern postgraduate education model [9]. The development and innovation of these higher education systems are inseparable from the active participation and promotion of international students. The influence of overseas students is not limited to the field of education, but also changes in politics, economy, ideology, culture and social customs of human society, sometimes leading to local changes and even complete revolution in some fields.



Figure 2: International students participating in educational and cultural exchanges

4. Influencing factors of international communication of educational soft power

4.1. Cultural differences increase the difficulty of understanding

Cultural differences and language barriers between countries are the primary obstacles in the international dissemination of educational soft power culture. Mainly under different international, racial and cultural backgrounds, people's educational values, thinking patterns and educational behaviors are very different. Among them, China's traditional educational culture has a far-reaching influence on the international dissemination of education, such as the idea of "no class left in education". However, this kind of thinking is totally different from the logical thinking of "elite education" in the west, but it also leads to problems in the international dissemination of culture by educational soft power in China [10]. In addition, China's educational equity system is very different from the western education system that pursues absolute freedom and individualism, which also leads to the negative international pressure on China's education, and even forms the hegemonic pattern of education and culture in the western world [11].

4.2. Confuse cultural teaching with cultural communication

4.2.1. Relationship and difference between cultural teaching and cultural communication

At present, cultural teaching and cultural communication are often regarded as the same concept in the field of international education at home, which leads to the confusion of the concepts and relations between them in teaching activities (Figure 3). Confusing cultural teaching with cultural communication as a national cultural development strategy and improving national soft power will not only affect the efficiency and quality of cultural teaching in international Chinese education, but also affect the speed and effectiveness of Chinese culture communication. Therefore, we need to

distinguish between theory and practice, and truly understand the connection and difference between cultural teaching and cultural communication [12].

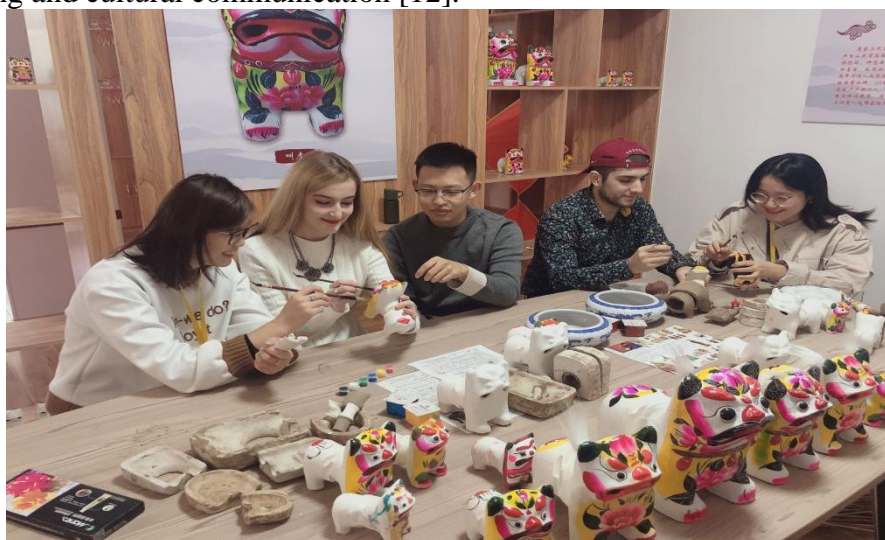


Figure 3: Cultural teaching activities

Cultural teaching and cultural communication (Figure 4) appeared at different times. So far, the theoretical and practical problems of culture teaching have been discussed for a long time, including why to teach culture, what culture to teach and how to teach culture. This is a theoretical and practical problem encountered in the continuous development of education, and it is also an indispensable theoretical construction and practical exploration process [13]. Although the theoretical construction and practical exploration of cultural teaching still need to be further strengthened, its goal is clear. There is a close relationship between cultural teaching and cultural communication, but there are also clear differences. However, people often only pay attention to their connections and ignore their differences. Sometimes it even confuses cultural promotion and communication aimed at improving national soft power and cultural teaching aimed at improving learners' intercultural communication ability, which leads to the confusion of two cultural behaviors with different nature and tasks in practice, thus affecting the efficiency of cultural teaching and cultural communication (Figure 4).



Figure 4: Cultural communication activities

4.2.2. The consequences of confusing cultural teaching with cultural communication

On the surface, although cultural teaching and cultural communication are closely related, treating them as a whole may lead to serious consequences. In some academic conferences and papers on cultural teaching and cultural communication, these two concepts are often used interchangeably, which leads to confusion between concepts and theories (Figure 5). This confusion has had a negative impact on the theoretical construction and programmatic document formulation of cultural teaching and cultural communication, and lacks symbolic achievements and programmatic documents to guide specific promotion or communication work. This makes it difficult for the efficiency of cultural teaching and cultural communication to achieve the expected goal, and then becomes a short board of sustainable development in the construction of a strong cultural country.

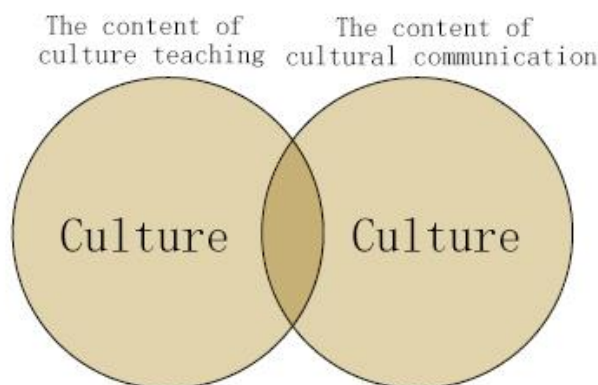


Figure 5: Relationship between cultural teaching and cultural communication

5. Suggestions on the application of international communication strategy of educational soft power culture

5.1. Spread China culture in transnational educational aid projects

The basic mission of education is to inherit and spread human civilization. Folk communication, exchange and cooperation have existed spontaneously in education for a long time, while official educational cooperation and exchange between countries and between international organizations and countries mainly occurred after World War II. After the founding of New China, China actively carried out educational cooperation and exchanges with friendly developed countries, in order to improve the educational level of our country, and at the same time provided some educational assistance to some relatively poor countries. In recent years, with the continuous strengthening of China's national strength and the acceleration of globalization, China's educational assistance to poor and weak countries is also increasing. Compared with the limited educational aid in the early days of the founding of New China, the current aid methods and contents are more flexible, which is more in line with the practical needs of the economic and social development of the aided countries. In international aid, China's educational aid projects are internationalized, which is not only more flexible in aid methods, but also more in line with the actual needs of the recipient countries. At the same time, China's educational brand has been formed in the international cooperation and exchange of education, which has become one of the important ways to spread contemporary China culture. China's investment in assisting poor and weak countries is increasing year by year, among which education assistance is one of the key points.

Compared with the education aid in the early days of the founding of New China, the current education aid mode is more flexible and pays more attention to meeting the actual needs of the aided

countries. This way not only won China a reputation in international aid, but also laid a solid foundation for the international spread of China's education brand. China's education aid has long been free from the mode of blindly providing economic aid, but chooses the most suitable aid mode according to the actual situation of the recipient country. For example, China's assistance to African countries includes not only infrastructure construction and economic assistance, but also educational assistance projects, such as setting up Chinese teaching classes and sending teachers and volunteers to local areas for teaching, education and training. This way can not only help the recipient countries improve their education level, but also promote the internationalization of China's education and the construction of international brands. Besides, China also encourages the establishment of China Cultural Center and Confucius Institute overseas to provide Chinese education, China cultural exchange and academic research services for foreigners. These institutions not only help foreigners better understand the culture and language of China, but also become one of the important representatives of China's educational brands overseas. At the same time, these institutions have provided an international stage for China's education and become an important platform for promoting educational exchanges and cooperation between China and foreign countries. In a word, with the continuous strengthening of China's national strength and the acceleration of globalization, China has become an important educational aid country, and its educational aid projects have become international, which has become an important window for China's educational brands to display internationally. In the future, with the deepening of educational exchanges and cooperation between China and other countries in the world, the international influence and brand value of education in China will be continuously enhanced.

5.2. Improve the international communication system of educational soft power and foreign culture

In order to optimize the international communication of educational soft power, China needs to raise the awareness of educational external communication. It is necessary to construct a complete cross-cultural communication strategic system and establish the strategic steps and steps of international communication of foreign culture with educational soft power. At the same time, we also need to change the weak situation of China's international discourse power in education and win international institutional space for education development. In the discourse system of educational mass communication, official educational organizations, news media, market elites and mass discourse are four important parts.

In the process of promoting the internationalization of China's education, all forces should play a role. Official educational organizations should play a more active role in selecting talents to enter international educational organizations and influencing organizational decision-making, so as to ensure that the voice of China's educational circles is fully heard and considered. At the same time, the news media should also play a more important role in shaping China's educational image and guiding international educational public opinion. By reporting the achievements and viewpoints of China's education, the international community can better understand and understand China's education and promote the internationalization and brand building of China's education. Market elite discourse can play a more important role in building education industry and building an international brand of education. Market elites have a deeper understanding and understanding of the development of education industry and the construction of international brands of education, and their words and opinions have an important guiding role for the future development of education industry. And mass discourse can play a more important role in transmitting educational ideas and spreading educational culture. Through mass media, social platforms and other channels, excellent educational ideas and culture will be passed on to more people, so that more people can understand and agree with our

educational ideas and culture, thus providing more extensive support and recognition for the internationalization and brand building of our education. Therefore, China should take the initiative to set up an educational agenda to guide public opinion and build a discourse framework of educational media to realize the substantive understanding of the content of communication. We should make full use of all forces to promote the internationalization of education more smoothly and orderly, so that our education can better integrate into the international community and make positive contributions to the development of global education.

5.3. Construction of international identity of international communication of educational soft power culture

Although there are fundamental differences in the cultures of different countries and regions, there is the possibility of running-in and communication among the international community at the specific educational and cultural level. Education is regarded as a carrier of cultural communication that transcends regions, languages, races, colors, genders and ages. International educational exchanges and educational languages with consistent connotations can serve as a bridge to promote educational and cultural exchanges and cooperation between different countries and regions and achieve common development. Under the pattern of western dominant educational culture, China needs to define its own educational cultural orientation. On the one hand, we should adhere to the traditional educational and cultural concept with China characteristics, make clear the connotation of educational culture, not blindly follow the west, and maintain our own cultural values and characteristics, so as to fully display the educational charm and advantages of China. On the other hand, we should keep pace with the times, connect with the international community, and realize the modernization and internationalization of the cultural connotation of national traditional education. By absorbing advanced international educational concepts and technologies and combining with the actual situation in China, we will continue to promote the modernization and internationalization of education, so as to make China's education more competitive and influential. In order to achieve the above goals, we need to keep the consistency between China's modern educational discourse system and the world's educational culture system. By establishing an international educational exchange platform and organizing educational and cultural exchange activities, China's education will be in line with the world's education, and the development of China's education will be continuously promoted. At the same time, we also need to integrate tradition with modernity, and make China's education culture more inclusive and extensive, so as to better integrate into the international community and make positive contributions to the development of global education.

6. Summary

Generally speaking, education, as a carrier of cultural communication that transcends regions, languages and ages, plays an important role in soft power. In international educational exchanges, a consistent educational language can serve as a bridge to promote educational and cultural exchanges and cooperation between different countries and regions. However, although China has made great progress in education, there are still some problems in international educational exchange and cultural communication. The international communication of China's educational soft power culture lacks the corresponding international discourse right and communication platform, and it is impossible to show and promote its own educational culture internationally like other countries. At the same time, the international communication of educational culture is also influenced by cultural conflicts, cultural strength and commercial factors, which leads to unsatisfactory communication results. Therefore, in order to carry out the construction of international communication of educational culture, establish the awareness of China's foreign cultural communication, strive for the right to speak internationally

in education, construct cultural identity, develop educational industry, and finally realize the audience identity, smooth channels and diversified development of international cultural communication of educational soft power.

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