

Research on Chinese Language International Education and Innovative Talent Training Mode Based on the New Media Environment

Yi Qin

The Third Affiliated Hospital of Zhengzhou University, Zhengzhou, Henan, China

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Abstract: With the rapid development and wide application of new media technology, the new media environment has had a profound impact on the Chinese international language education and innovative talent training mode. This study first analyzes the characteristics of the new media environment and the opportunities and challenges brought to Chinese international education, and then discusses how to innovate the talent training mode of Chinese international education under the new media environment. The research points out that the advantages of new media technology, such as interactivity, immediacy and massive information, can enrich the teaching means of international Chinese language education and improve the teaching effect. At the same time, by constructing an online and offline teaching mode and optimizing the allocation and sharing of teaching resources, it is conducive to cultivating Chinese international education talents with an international vision and cross-cultural communication skills. This study also puts forward specific strategies such as strengthening the construction of Chinese international education teachers, improving the curriculum system and strengthening practical teaching under the new media environment, in order to provide reference for the reform and development of Chinese international education and innovative talent training mode.

1. Introduction

With the rapid development of information technology, new media, with its unique communication mode and broad application space, has gradually penetrated into every corner of social life, having a profound impact on the field of education. As an important bridge to promote Chinese culture and enhance international exchanges, Chinese language international education has faced unprecedented opportunities for development in the new media environment, but also faces many challenges.

The emergence of the new media environment has fundamentally changed the way of information dissemination, making the acquisition, processing and transmission of information more convenient and efficient. This provides a broader teaching platform and a richer teaching resources for the international Chinese language education. At the same time, the new media environment also poses a challenge to the traditional Chinese international education model,

requiring educators to constantly update their educational concepts and innovate their teaching methods, so as to adapt to the learning needs and habits of students in the new media environment.

Innovating the talent training mode is one of the important tasks of Chinese language international education under the new media environment. The traditional Chinese international education mode often pays attention to the transmission of language knowledge and the training of language skills, but ignores the cultivation of students' cross-cultural communication ability and innovative thinking ability. Under the new media environment, Chinese international education needs to pay more attention to students' subjectivity and participation, through the combination of building online teaching mode, provide a variety of learning resources and interactive learning environment, stimulate students' interest in learning and creativity, cultivate international vision and intercultural communication ability of Chinese international education talents.

This study aims to explore the new media environment of Chinese international education and innovative talent training mode. It will analyze the challenges and new media environment of Chinese international education, and propose strategies and methods for talent training. The goal is to provide useful reference and enlightenment for Chinese international education in the new media environment.

2. Overview of the new media environment

2.1 Definition and characteristics of the new media environment

New media environment, as the name suggests, is a comprehensive information dissemination and communication space composed of new media technology, new media platform and new media content. It is different from the traditional media, such as newspaper, television, radio, etc., and the new media environment is more open, diversified, interactive and instant characteristics^[1].

First, the definition of the new media environment is based on the rapid development and popularization of information technology. With the continuous innovation and application of Internet technology, mobile communication technology, big data technology and so on, the new media environment has been formed and growing. The new media environment is no longer limited to specific forms of media, but includes social media, search engines, blogs, podcasts, online videos and other forms. These new media platforms provide people with a more convenient and efficient way to obtain and communicate information^[2].

Secondly, the new media environment has remarkable characteristics. One is openness. The new media environment breaks down the information barriers of the traditional media and makes the information more open and transparent. Anyone can release and share information through new media platforms, realizing the decentralization of information. The second is diversity. In the new media environment, there are various information sources and content forms, covering text, pictures, audio, video and other forms. This diversity makes the new media environment more colorful and meets the diversified information needs of users. Third, interactivity. The new media environment provides users with a platform for real-time interaction, and people can exchange information and interact with each other through comments, likes, sharing and other ways. This interactivity not only enhances the users' sense of participation and desire to express themselves, but also promotes the rapid dissemination and diffusion of information. Fourth, immediacy. The new media environment is very fast, and users can get the latest information anytime and anywhere. This immediacy makes the new media environment have unique advantages in information dissemination, and become an indispensable channel of information dissemination in modern society^[3].

To sum up, the new media environment is a diversified, open, interactive and instant information dissemination and communication space formed based on the development of information

technology. It provides people with a more convenient and efficient way of information acquisition and communication, and has become an indispensable part of the modern society.

2.2 Development status and trend of the new media environment

As the core platform of contemporary information communication and communication, the development status and trend of new media environment are closely related to scientific and technological progress, social needs and cultural change. With the rapid development of digital technology, the new media environment is continuing to evolve at an unprecedented speed and scale^[4].

At present, the development status of the new media environment is reflected in many aspects. First, the diversification of media forms and platforms. In addition to traditional social media, news websites and blogs, new media forms such as short videos, live broadcasts, virtual reality (VR) and augmented reality (AR) are constantly emerging, providing users with richer ways of information acquisition and entertainment experience. Second, the immediacy and globalization of information dissemination. With the help of high-speed networks and mobile devices, the new media environment enables information to spread around the world in an instant, enhancing the communication and integration between different cultures. Third, the increase of user participation. Users are no longer just the recipients of information, they actively participate in the dissemination and creation of information by commenting, sharing, creating content and other ways^[5].

Looking into the future, the development trend of the new media environment will be more obvious. First, continuous innovation driven by technology. With the continuous development of 5G, the Internet of Things, artificial intelligence and other technologies, the new media environment will further broaden its application fields and functions, and provide users with more intelligent and personalized services. Second, the acceleration of media convergence. The boundary between different media forms will gradually blur, and the traditional media and new media will be further integrated to form a more comprehensive and comprehensive information dissemination system. Third, content innovation and quality improvement. In the new media environment, high quality will be valued and original content, and professional media and individual creators will pay more attention to the quality and innovation of content. Fourth, the importance of information security and privacy protection increases. With the large-scale flow of personal information and data in the new media environment, how to ensure information security and user privacy will become an urgent problem to be solved^[6].

To sum up, the development status of the new media environment reflects its diversification, immediacy and user engagement, while the future development trend will pay more attention to technological innovation, media convergence, content innovation and information security and privacy protection. The new media environment will continue to play an important role in promoting social progress, promoting cultural exchanges and improving the quality of life.

3. Analysis of the status quo of international Chinese language education

3.1 The development course of Chinese language international education

Chinese international education has gone through multiple stages. From early Chinese teaching to today's all-round, multi-level, and three-dimensional international pattern of Chinese education, it has witnessed the historical process of China from closed to open. It also embodies China's friendly exchanges with foreign countries and the deepening of cultural exchanges. In the early stage, international Chinese education mainly focused on Chinese teaching by overseas students. The teaching form of this stage is relatively single, and the teaching content mainly revolves around the

teaching of language knowledge and skills. However, with the deepening of China's reform and opening up and the increase of international exchanges, Chinese language international education has gradually developed into an independent subject field, and gradually moved toward diversification and internationalization^[7].

After entering the 21st century, Chinese language international education ushered in a golden period of rapid development. As the "Chinese fever" continues to heat up around the world, more and more countries and regions have opened Chinese courses, and the number of people learning Chinese has also shown an explosive growth. In order to meet this demand, the Chinese language international education has gradually formed a complete teaching system, including academic education, non-academic education, short-term training and other forms. At the same time, the establishment and development of Confucius Institutes have injected new vitality into the international education of Chinese language. As an important platform for promoting The Chinese language and spreading Chinese culture, Confucius Institutes have established hundreds of branches around the world and become an important force in international Chinese language education.

In recent years, with the rapid development of information technology and the rise of new media environment, Chinese international education has ushered in new development opportunities. New media technology provides a broader teaching platform and more abundant teaching resources for the Chinese language international education, making the Chinese language teaching more vivid, interesting and efficient. At the same time, Chinese language international education also began to pay attention to cultivating students' cross-cultural communication ability and innovative thinking ability, so as to meet the demand for talents in the era of globalization.

Reviewing the development course of Chinese language international education, we can see that it has experienced a transformation from single to diversified, from closed to open, and from traditional to modern. In the future, with the continuous development of globalization and new media environment, international Chinese language education will continue to play its important role, contributing wisdom and strength to enhancing international understanding, promoting cultural exchanges, and promoting the building of a community with a shared future for mankind^[8].

3.2 Status quo and problems of International Chinese language Education

As a bridge between China and the world, Chinese language international education has made remarkable achievements in recent years. With the continuous warming of "Chinese fever", more and more countries and regions begin to pay attention to Chinese teaching, and the number of people learning Chinese is increasing. The rapid development of Confucius Institutes, the establishment of Chinese language international education major, and the rise of online Chinese language teaching all mark that international Chinese language education has entered a new stage of development.

However, behind the prosperity of Chinese language international education, there are also some hidden problems and challenges. First, the simplicity of teaching content and methods is still a prominent problem. Many Chinese international education courses pay too much attention to the indoctrination of language knowledge, but ignore the cultivation of students' practical communication ability. At the same time, the teaching methods are relatively old, lack of innovation and diversity, it is difficult to stimulate students' interest and enthusiasm in learning^[9].

Secondly, the lack of teachers is also an urgent problem to be solved. Although more and more domestic and foreign universities have offered Chinese international education majors, the demand for excellent Chinese teachers is still in short supply. Many Chinese teachers lack overseas teaching experience and cross-cultural communication ability, and are qualified for the task of international Chinese teaching.

In addition, the internationalization degree of Chinese language international education still needs to be improved. Although Confucius Institutes and other institutions have established branches around the world, the international influence of international Chinese language education is still limited. In the international education market, Chinese language international education also needs to compete with other language education to improve its own competitiveness and attraction.

Finally, Chinese language international education also needs to strengthen its integration with other disciplines. International Chinese education is not only language teaching, but also involves many fields of culture, history, philosophy and so on. Therefore, the international Chinese language education needs to strengthen the cooperation and exchange with other disciplines, and jointly promote the spread and influence of Chinese culture in the world.

To sum up, while Chinese international education has made remarkable achievements, it is also faced with problems such as single teaching content, insufficient teachers, insufficient internationalization and insufficient integration with other disciplines. In order to promote the sustainable and healthy development of Chinese language international education, we need to constantly innovate teaching methods, strengthen teacher training, improve the degree of internationalization, and strengthen the integration and cooperation with other disciplines. Only in this way can we better meet the global demand for Chinese learning and promote the spread and influence of Chinese culture in the world^[10].

4. Practice and exploration of the training mode of Chinese international education under the new media environment

In the new media environment, the practice and exploration of the training mode of Chinese international education is particularly important. This environment provides both unprecedented opportunities and challenges for international Chinese language education. In order to better adapt to this change, educators need to actively explore innovative talent training models.

On the one hand, the new media environment provides rich teaching resources and diversified teaching means for the international Chinese language education. Educators can use online platforms, mobile applications and other new media tools to create a more real and vivid language learning environment for students. For example, through simulated dialogue, role playing and other interactive forms, students can improve their Chinese application ability and cross-cultural communication ability in practice.

On the other hand, the new media environment also puts forward new requirements for the teaching mode and learning mode of Chinese language international education. The traditional teacher-centered teaching mode has been difficult to meet the personalized needs of students. Therefore, educators need to change their ideas, take students as the center, and build a combination of online and offline teaching mode. Through the combination of online independent learning and offline practice experience, students' learning interest and initiative are stimulated, and their ability of independent learning and lifelong learning is cultivated.

At the same time, in the new media environment, Chinese language international education also needs to strengthen the integration and cooperation with other disciplines. For example, Chinese learning can be combined with cultural communication, international relations, business exchange and other fields to cultivate students' comprehensive quality and interdisciplinary ability.

To sum up, the new media environment of Chinese international education innovation talent training mode of practice exploration need educators make full use of the advantages of new media, change the teaching mode and learning style, strengthen the integration and cooperation in the field of other disciplines, to cultivate the international vision and intercultural communication ability of Chinese international education talents.

5. Conclusions

The new media environment has brought profound changes to the international Chinese language education, and also provided a broad space for the innovative talent training mode. This study shows that the quality and efficiency of international Chinese language education can be effectively improved by making full use of the diversified, interactive and immediate characteristics of new media. The innovative talent training mode should be student-centered, combine online and offline teaching, pay attention to practice and application, and cultivate students' cross-cultural communication ability and innovative thinking. At the same time, strengthening the integration of teacher training and disciplines is the key to ensure the sustainable and healthy development of Chinese language international education. Facing the future, the Chinese language international education needs to continue to deepen the reform, innovate the teaching mode, so as to adapt to the development needs of the globalization and new media era, and promote the communication and influence of Chinese culture in the global scope.

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