

# **Deploy of Smart Power - Study of the British Council from an Educational Perspective**

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**Abstract:** The British Council plays an important role in the global higher international organizations and plays a unique role in the international arena of higher education. From the perspective of history and development, this paper explores the evolution of the higher education policy of the British Council, and studies the textual policies such as documents, statements and annual reports. To study the rules established by the British Council for global governance of higher education, enforcement of these rules and the communication and cooperation in the host country. It also makes an in-depth analysis of the influence mechanism of the British Council on the field of global higher education.

## **1. Introduction**

While the students mobility around the world has become the normal, the governments of the major developed countries in the world carry out various services for international students studying in their countries, cultivate friendly feelings for their own countries and exert a subtle influence on their culture and ideology in line with the principle of "for their use, to their advantage". The local offices and activities of the British Council have penetrated into many areas and corners of local society, which is closely interwoven with the culture, art, education and other fields of the host country, playing a unique role of non-profit organizations.

## **2. Educational governance system in Britain**

Britain consists of four "countries": England, Northern Ireland, Scotland and Wales. Each "country" has different governance systems and different participants in shaping education policies. Four "countries" have a government department or a competent department leading educational policies. Each "country" has its own institutions to carry out school inspections. Most of the policies were formulated in four "countries" and no educational policy decisions were taken at the United Kingdom level (except for all-inclusive laws). There is intergovernmental cooperation among governments, which share higher education with their funding and quality assurance agencies and institutions of higher education.

## **3. Nature and function of the British Council**

The aim of the British Council is to enhance the cultural identity and policy understanding of people in other countries to the British people in order to win their understanding and support for British foreign policy. In essence, it is a quasi-official cultural organization for cultural diplomacy, which is under the leadership of the British Foreign Office and under the direct control of foreign embassies and consulates. It is the carrier of cultural diplomacy and the tool of public diplomacy of the British government.

## **4. The impact of higher education activities of the British Council**

The impact of the British Council on the world's higher education is achieved mainly through

three channels: policy and strategy, international partners and international mobility (students, scholars and teachers).

#### **4.1. "Going out" forum**

"Going out" Forum is an open forum for global leaders of international education organized by British Council to discuss current hot educational issues. In addition to providing educational leaders around the world for discussing the problems and challenges of international higher and continuing education and cooperation programmes, the forum has also provided a platform for educators from all countries to communicate and has become a regular activity in the global education calendar.

#### **4.2. International partners**

It is one of the higher education strategies of the British Council to help British universities and their international counterparts to establish partnerships. The council helps British universities to go global by providing a series of means like market analysis reports and information, seeking research partners and collaborative support in higher education.

#### **4.3. Student mobility (going out)**

The British Council has adopted a series of measures to encourage British students to go abroad to exchange their studies and to support the international mobility of students, scholars and teachers. These measures and the concepts behind them are similar to those of the United States, Canada and Australia. They believe that overseas learning experiences provide learners with unparalleled opportunities to communicate, work together, share ideas and solve world problems with people of different cultures.

### **5. Deploy of smart power - the role model of the British Council in higher education**

The British Council has implemented and influenced its strategies and policies in higher education mainly through British colleges and universities, potential students to study in the United Kingdom and study abroad agency.

#### **5.1. Strengthening partnerships between the UK and target countries in education and technology: A case study of India**

In addition to the long-term links between Britain and India in various fields of education, the related cooperation between the two countries is also expanding. Especially with the rapid expansion of India's education system and changes in Britain, schools, colleges and universities have ensured that they provide people with the skills needed for a global knowledge economy. British education in India brings together a series of British organizations: British Council, Department for International Development, UK Trade & Investment. The British Indian Education Research Program aims to strengthen educational links between India and the UK. It has been acknowledged as a crucial mutual-beneficial project, which has strengthened the linkages between these two countries and covered every educational department successfully.

#### **5.2. Promoting the processing of the educational internationalization**

Internationalization of education, as people known, is the core content of British Council for Cultural Education, which continue to take part in actively the policy debates in the UK and other countries and has always been committed itself into the pursuit of to promote British culture to the world: to absorb the most smart students and scholars from all over the world to Britain to process the research and learning. It always could seize the chance to provide the British style education abroad; and offer the essential supports and helps to the real place education and research partners.

Definitely, in today's world the concept of internationalization has gained a lot of popularity, and the debates have also changed from focus on students acquiring to the more wide teaching and research cooperation. The professional abroad education project managers of British Council for

Cultural Education would provide the specialized services for clients, including the agent service for related partners, to make and exert the management and selling plans, as well as to build the obvious processing atlas according to the local laws and supervision procedures (including the quality guarantee frameworks). Meanwhile, the services of British Council for Cultural Education can identify and contact the students and parents who are interested in the British abroad education projects via seminars, exhibitions, publications, online channels and other events for the local market. The Association's Education Intelligence team publishes country-specific multinational education market intelligence reports and provides customized market intelligence services when needed.

### **5.3. From “bring in” to “bring out”**

#### **5.3.1 British students are gaining the benefits from studying abroad**

As the national Erasmus agency, HEFCE and British Council for Cultural Education jointly wrote and edited the A Survey of International Student Mobility Literature, in order to provide the better comprehension to the trend of the mobility of British students. This research has studied the reasons of students decide to study abroad and employers’ attitude for those peers who have the experience of studying abroad.

In recent past years, plenty of British students choose to study abroad. Due to an increasing quantity of students, in a certain degree, has joined the Erasmus program funded by EU. In this program, students can study in the British advanced education agencies and stay in Europe for a period. In Erasmus, the introducing for the work internship is the main incentive for the increasing. As the main receive nation for the international students, British colleges should and have to provide more service that full of certain targets to international students, in order to offer the obvious and accurate studying abroad information to the future students. It probably include the emphasis for the supports that the British colleges can provide, as well as the benefits that studying abroad can bring.

#### **5.3.2 To create the opportunity for the “bring out” of British students: take Ukraine as the example**

The GoCamp project, organized by British Council for Cultural Education, assembled the English volunteers to help the local children to learn English in Ukraine. After the classes, children can communicate with those volunteers and people in the same ages when take part in the missions and projects. The volunteers shall help the students to learn how to work in a group and team jointly, how to communicate in a multi-cultural circumstance and how to think critically and keep the minds of inclusiveness.

Volunteers' work and rewards include: guiding children, experiencing Ukraine, working on socially useful projects, learning how to work in teams, communicating in a multicultural environment, receiving child protection methods and special training in Ukrainian culture, and through local Children share the culture, ideas and values of volunteers and inspire children's worldviews. In addition, the safety and security of volunteers is a top priority, and no volunteers are sent to conflict areas. At the same time, volunteers need to meet a series of basic requirements, and volunteers are expected to act in a professional manner to provide children with a quality and memorable after-school experience. In addition to training, the British Council for Cultural Education encourages volunteers to participate in activities they like and can teach their children more information, including their culture.

## **6. Conclusion**

The British Council for Cultural Education is actively involved in the globalization of higher education and has exerted an effective influence in the process of participation. At the same time, the British Council for Cultural Education carries the national strategic goals of the British government, enhances the cultural identity and policy understanding of the people of the United

Kingdom to win their understanding and support of British foreign policy, and is the carrier and public diplomacy of the British government for cultural diplomacy. Tool of. The UK Department of Innovation, University and Skills works with a variety of government organizations, including branches of the British Council for Cultural Education, to promote the internationalization of higher education. Thirdly, universities, international students, educational institutions and study agents are the main target groups of the British Council for Cultural Education's higher education policy; the response of these groups to their higher education policies also promotes the Association's continuous adjustment of higher education policies and strategies.

## **References**

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