

# A Study on the Connotation Development of Confucius Institutes in Thailand from the Perspective of Cross-cultural Communication

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**Abstract:** As an institution to spread Chinese culture transnationally, the Confucius Institute takes the development direction of inheriting and carrying forward Confucius thought, besides, it also undertakes the task of teaching Chinese. In Thailand, Confucius Institutes were established earlier than in other countries, and Chinese was more widely used than in other countries. This development situation is undoubtedly of reference to the construction of Confucius Institutes in the world and the development of other cross-cultural undertakings in China. Based on the development of Confucius Institute in Thailand, this paper analyzes the development defects and optimization strategies of Confucius Institute in cross-cultural context.

## 1. Introduction

Confucius Institute is an important part of China's national construction under the background of globalization. The Confucius Institute of Thailand has certain development characteristics and is also an important trend to promote the healthy development of Chinese culture. However, in the process of development, it is inevitable to encounter problems in cultural communication mode and Chinese teaching.

In recent years, with the development of China, the Chinese language fever has gradually emerged in the world. In particular, Thailand, because of its royal family, government and people's interest in Chinese culture, more and more Thais are learning Chinese, and even Chinese teaching has been introduced into Thai campus teaching. To meet the needs of the Thai people, more than 3,000 Confucius Institutes have been established in Thailand [1]. Based on this, the sincere cooperation between China and Thailand has enabled the Confucius Institute to adapt to local conditions, play its own advantages and establish a unique scale of running schools, which has also created a good opportunity and platform for the exchanges between China and Thailand.

## 2. The Cultural Communication Model of Confucius Institutes in Thailand

### 2.1 Cultural activities

Thailand still retains many traditional cultures, and it is also a country with greater respect for traditional cultures. Based on this, Confucius Institutes in Thailand can contact traditional Chinese festivals to hold lectures, competitions or exhibitions and other activities related to Chinese culture. Among them, the Chinese bridge culture competition is a relatively successful example. In addition, the Confucius Institute can also recruit teachers with special skills, and open talent classes, such as calligraphy, guqin, folk dance, paper-cut, Taijiquan and so on [2]. In addition, Confucius Institute can cooperate with enterprises with medical background to integrate traditional Chinese medicine

into teaching content and carry out activities such as health consultation of traditional Chinese medicine to promote the dissemination of traditional culture in China.

## 2.2 Exchange activities

The Confucius Institutes of Thailand can cooperate with China to open exchange activities. For example, to guide students to visit China, to realize the traditional Chinese culture, to exchange and study with the Chinese Academy, and to inject vitality into the spread of Sino-Thai culture.

## 2.3 Media publicity

In addition, with the development of science and technology, cultural communication is closely related to media propaganda. Spreading Chinese culture through news, video, network and other media can maximize its propaganda influence, attract more Thais to learn Chinese culture, and help Confucius Institutes recruit more students.



Figure 1 Communication

## 3. The Defects and Optimization Strategies of the Development Model of Confucius Institute in Thailand

Although the development of Confucius Institute in Thailand is very fast, there are still big problems in cultural communication and Chinese teaching. For example, the phenomenon of external cooling and internal heat and single form is common in cultural communication, while the teaching of Chinese has problems in teachers and teaching materials.:

### 3.1 Teachers

At present, there is a general lack of teachers in Confucius Institutes in Thailand. Of course, the lack of teachers in this area is not the number of teachers, but the lack of teachers who can serve for a long period of time. Because most of the Confucius Institute's teachers are sent by the state Han Office, the tenure of teachers is generally two to three years. In addition, the number of public teachers, although experienced, is relatively small [3]. There are also volunteer teachers, who teach for one to three years, most of whom are graduate students or recent undergraduates, who generally lack teaching experience, and who often have to leave office after a period of teaching and skilled jobs. Continuous teacher change, easy to affect the quality of teaching. In addition, the problem to be faced is that the teaching level of teachers needs to be improved. Because of the limited number of teachers, most teachers usually start from the shallow when teaching Chinese, and the knowledge of Chinese they teach is relatively basic, even without in-depth discussion with students and relevant teachers. In addition, it can not be ignored that most teachers need to face language problems, thai is a small language, the number of students in our country is relatively small, most of the teachers' thai language learning only rely on the brief training before going to thai, the foundation is very weak, which makes the work after taking office has a great limitation. Because it's an additional obstacle to the promotion of Chinese in Thailand [4].

First of all, we should ensure sufficient number of teachers. In addition to exporting professional

and volunteer teachers to Thailand, Confucius Institutes can also properly train local teachers and strengthen their faculty. Secondly, the Confucius Institute should do a good job in the control of Chinese teachers, select qualified teachers, and set up a good team of teachers. For example, in the process of training teachers with Chinese international education as their professional goal, we should not only examine the Chinese competence of relevant teachers, but also examine the foreign language competence of Chinese teachers, such as Thai, to enhance their intercultural communication competence, so as to promote the healthy development of Confucius Institutes. Third, take measures to ensure the continuity and stability of the teaching staff. Based on this, the Confucius Institute should give equivalent salary to the relevant teachers, and should remove the problems existing after the end of the teacher's term.

### **3.2 Defects in teaching materials**

Among the Confucius Institutes in Thailand and even in other countries, the most common problem with teaching materials is that they are not uniform. In addition, it is generally possible to see the phenomenon that the content of the textbook is backward or divorced from the local reality. For example, the culture of "going to the post office to buy stamps and send letters" and "teapots and sheets" are only applicable to the early development of China, which is not in accordance with the actual situation. Besides, think, "Hello, Mom!" The language expression is not applicable to the actual language habits of our country, and the inappropriate teaching materials are prone to cross-cultural communication conflicts. Moreover, in Thai culture, people think that the foot is a more filthy, uncivilized part, and they are also more taboo on the topic of "foot", then the text should not involve too many topics related to the foot.

Teaching materials are the most important tool in teaching activities, so Confucius Institute should set up unified and specific teaching materials for Thai culture. For example, we can set up specialized talents to compile teaching materials, perfect the teaching material system, so as to avoid the problems of separation from reality, old content and so on, and then reduce the probability of cultural communication conflict and other problems, and avoid the randomness and irregularity of teaching.

### **3.3 Internal heat of external energy in a single form**

Many media and propaganda media in our country can often see articles and reports related to Confucius Institute, and domestic propaganda more than foreign media propaganda is an important feature of the current development of Confucius Institute. In Thailand, most of the articles were sent to the news media by volunteer teachers of the Confucius Institute, and even to the Chinese media, with a single form of publicity.

In order to change the internal heat of external energy and the single form of propaganda, Confucius Institute should change the current situation of propaganda and propaganda content, and strengthen the propaganda of foreign media to Confucius Institute. However, in the process of publicity, pay attention to respect for Thai culture, from various forms to let the audience understand the essentials of Chinese culture, and then attract more Thai people to learn Chinese culture.



Figure 2 Tai Chi

## 4. The Path Construction of Realizing the Connotation Development of Confucius Institute

### 4.1 The management center of gravity sinks and the management unit moves forward

In the new stage of Sino-Thai's development, Confucius Institute should gradually change its development trend, dilute its administrative influence and enhance its own market-oriented ability. Based on this, the confucius institute can properly draw lessons from the development experience of large multinational enterprises, and create intermediate management units with market frontier according to the actual situation, and appropriately delegate power to realize the sinking of the management center of gravity, and then achieve the effect of improving the management benefit. At present, the Thai Confucius Institute generally adopts the management mode with high concentration, which makes it have the problem of single communication channel and fixed window in teaching, development and so on. However, with the increase of the number of Confucius Institutes in Thailand, it is easy to have problems such as slow management response and low efficiency in solving problems, and finally it is easy to present the form of rigid management mode and accumulation of contradictions, which is not conducive to the long-term development of Confucius Institute. Fortunately, the decision-making level of Confucius Institute has already recognized this issue, and according to this put forward the development of the former service. For example, the establishment of a Confucius Institute service center to promote the sharing of teaching resources. However, in order to meet thailand's needs for chinese language learning, we can create a management unit of confucius institute and refine the management instruction manual, which can set up management unit in thai cities with regional advantages to promote the sustainable development of confucius institute according to the market law. The Confucius Institute of Thailand can make the management mode three-dimensional through multiple management units, from point to face, so as to facilitate the decision-making and guidance of the senior management, and then maximize the teaching role of the Confucius Institute.

### 4.2 Promote professionalization and build a talent pool

Confucius institute has been built and developed for more than ten years, but it has failed to establish a professional talent team, and it lacks a group of development experts that can be relied on for a long time. In thai's confucius institute, it is easy to find that most of the teachers who teach chinese are non-professional, and it is clearly unrealistic to want to do so through short-term training. And among the chinese staff at the confucius institute in thailand, the issue of rotation is common among officials, volunteers and even teachers. Among them, it can not be ignored that the use of many staff is mostly one-time, some teachers in Thailand after adapting to the local language, society will often face the end of the term of office and so on. Based on this, the relevant Confucius Institutes should carry out long-term, professional development, establish a talent pool, improve the management mechanism of front-line work, and finally promote the sustainable development of Confucius Institutes.



Figure 3 Visit to China

## 5. Conclusion

The spread of Chinese language and culture in Confucius Institute is not only to teach the use of Chinese in foreign countries, but also to export and communicate Chinese culture and cultural psychology. Language is the key to cultural communication, but also the identity symbol of a country and nation. It is the core symbol of culture in this country, and it is very cohesive, and culture, as the background of language, has a dominant effect on the mastery of language.

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