

Current Situation and Countermeasures of Chinese Language Spreading Globally

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Abstract: The purpose of this paper is to discuss the current situation, challenges and countermeasures of Chinese language dissemination in the world. With the enhancement of China's international status, the spread of the Chinese language in the world has attracted more and more attention. However, the global dissemination of Chinese language still faces problems such as cultural differences, learning difficulties, and uneven distribution of teaching resources. In order to better promote the international dissemination of Chinese language, this paper puts forward countermeasures such as strengthening the promotion of Chinese culture, improving the quality of Chinese language teaching, expanding international cooperation and exchanges, and stimulating the enthusiasm for learning Chinese. By deepening cooperation with foreign institutions, innovating cultural dissemination methods, and optimising teaching materials and methods, the global influence of the Chinese language will be enhanced.

Keywords: Chinese Language; Global Communication; Current Situation; Challenges; Countermeasures.

1. Introduction

With the continuous advancement of globalisation, language, as an important tool for communication and exchange, plays an increasingly important role in the international arena. As one of the oldest and most philosophical languages in the world, Chinese language is of great significance in global communication. The spread of Chinese language not only helps to promote international cultural exchanges and friendship among peoples, but also promotes the development of the world economy and enhances China's international status. However, the Chinese language still faces many challenges in the process of global dissemination. Firstly, due to cultural differences, the international dissemination of Chinese language faces certain obstacles. Secondly, the difficulty of learning Chinese has deterred many people who are interested in learning Chinese. Furthermore, the uneven distribution of Chinese language teaching resources around the world has led to the low popularity of Chinese language education in many countries and regions. In addition, facing the competition from other popular languages, the global dissemination of Chinese language is under great pressure. It is hoped that the research in this paper can provide certain reference and inspiration for the global dissemination of the Chinese language and promote the dissemination and development of the Chinese language in the international arena. At the same time, we also hope to draw more people's attention to the importance of Chinese language dissemination, so as to contribute to the promotion of international friendship and cooperation and the development of multiculturalism in the world.

2. Current Situation of the Global Dissemination of the Chinese Language

2.1. Promotion of International Chinese Language Education

2.1.1. Establishment and Development of Confucius Institutes

As an important platform for the international promotion of Chinese language, Confucius Institutes have developed rapidly around the world since the first one was established in Seoul, Korea in 2004. Up to now, more than 500 Confucius Institutes have been established globally in more than 150 countries and regions, becoming an important force in the promotion of Chinese language and culture.

The establishment and development of Confucius Institutes have received strong support from the Chinese government. The Chinese government promotes the construction of Confucius Institutes by providing assistance in terms of funding, teaching materials and teachers. At the same time, the Confucius Institutes are also supported by governments and educational institutions of various countries. Many countries have set up Confucius Institutes in the hope of promoting exchanges and co-operation between China and other countries through learning Chinese language and understanding Chinese culture.

While promoting the Chinese language, Confucius Institutes also actively carry out colourful cultural activities, such as Spring Festival gala, Mid-Autumn Festival celebration, traditional Chinese calligraphy, martial arts, dance and other courses, so as to enable people from different countries to have a better understanding of Chinese culture. In addition, Confucius Institutes also organise students to participate in the 'Chinese Bridge' competition, which further enhances the motivation of students from different countries to learn Chinese.

With the continuous development of Confucius Institutes, more and more countries and regions are involved in the international promotion of Chinese language. In the future,

Confucius Institutes will continue to play an important role in providing more high-quality Chinese education resources for countries all over the world, enabling more people to understand and love Chinese culture, and contributing to the spread of the Chinese language in the world [1].

2.1.2. Establishment of International Chinese Language Programmes

The setting of international Chinese language programmes has been receiving increasing attention globally. With the rapid development of China's economy and the improvement of its international status, more and more countries and regions are learning Chinese as a second or third foreign language. In order to meet the learning needs of different levels, schools and institutions around the world have offered various kinds of Chinese language international programmes.

The curriculum of international Chinese language courses mainly includes basic Chinese language courses, advanced Chinese language courses, professional Chinese language courses and preparation courses for the Chinese Proficiency Test (CPT). Basic Chinese courses are mainly for learners who have no knowledge of Chinese, focusing on cultivating students' basic abilities in listening, speaking, reading and writing. On the basis of the basic Chinese course, the advanced Chinese course further improves students' language application ability, increases their vocabulary and improves their grammatical level. Professional Chinese courses are designed for learners with a certain degree of Chinese language foundation, and use professional knowledge as the carrier to cultivate students' ability to apply Chinese language in their professional fields. Chinese Proficiency Test Preparation Courses, on the other hand, help students to systematically master the knowledge and skills required for the Chinese Proficiency Test, and improve the passing rate of the test. In the process of curriculum development, teachers should give full consideration to students' language background, learning objectives and motivation, as well as the teaching environment and teaching resources. Diversified teaching methods, such as task-based teaching method, situational teaching method and communicative teaching method, are adopted to enhance students' interest and participation in learning. At the same time, modern education technology, such as the Internet and multimedia, is combined to enrich the content and form of teaching and improve the quality of teaching. In addition, the international Chinese language curriculum should also pay attention to the integration of cultural elements, so that students can learn about Chinese culture, history and folklore while learning the language, and enhance their cross-cultural communication skills. Various kinds of cultural activities and practical activities, such as Chinese speech contests, Chinese language corners, Chinese cultural experiences, etc., are organised to provide students with more opportunities to get in touch with and understand Chinese culture.

In short, the international Chinese language curriculum should be oriented to students' needs, focus on the completeness and scientificity of the curriculum system, and improve the quality of teaching in order to meet the needs of different levels of Chinese language learning globally [2].

2.2. International Media Communication of Chinese Language

2.2.1. Global Influence of Chinese Media

Chinese media have a certain degree of global influence, but due to language and cultural differences, their influence is

still limited compared to English media. However, with the rapid development of China's economy and the continuous improvement of its international status, the role of Chinese media in global communication has been gradually emphasised.

The influence of Chinese media is mainly reflected in overseas Chinese communities and people interested in Chinese culture. These people learn about Chinese news, culture and social developments through Chinese media, thus deepening their knowledge and understanding of China. In addition, some international readers are also interested in the content of Chinese media, especially those who are concerned with China and international relations.

Chinese media also face some challenges and problems in global communication. Firstly, due to language and cultural differences, Chinese media content is often difficult to be understood and accepted by non-native Chinese speakers. Secondly, the influence of Chinese media in international news reporting is relatively weak, and is often drowned out by mainstream media such as English media. In addition, there are some restrictions and censorship problems in the dissemination process of Chinese-language media, which may affect their effectiveness and credibility.

Despite some challenges and problems, the role of Chinese media in global communication cannot be ignored. With the rapid development of China's economy and the improvement of its international status, the influence of Chinese media will gradually increase. In the future, Chinese media can further enhance their role and influence in global communication by strengthening international cooperation, innovating communication methods, and improving the quality and credibility of reporting [3].

2.2.2. Application of Online Media in Chinese Communication

The application of online media in Chinese communication is a very wide and important field. With the continuous development of Internet technology, online media has become one of the important channels for Chinese language communication.

First of all, online media provide a broad platform for Chinese language communication. Through social media, news websites, online education platforms, etc., Chinese language teaching and Chinese culture dissemination can reach all corners of the world. For example, China's official media, such as Xinhua News Agency and People's Daily, have opened accounts on overseas social media to introduce China's politics, economy, culture and other aspects to global readers by publishing news, articles and videos, so that more people can learn about China and learn Chinese. Secondly, online media provide rich resources for Chinese language teaching. Online education platforms such as NetEase Cloud Classroom and Xuedang Online provide a variety of Chinese language courses and teaching resources, making it convenient for learners to learn Chinese anytime and anywhere. In addition, some short video platforms, such as Jinyin and Shutterbug, have also emerged with a large number of Chinese teaching contents, attracting a large number of Chinese learners. Once again, online media have facilitated the international exchange of Chinese language. Through the Internet, Chinese learners and Chinese teachers can conveniently communicate and learn from each other. Some Chinese language corners, online forums, and social media groups provide a platform for Chinese learners to communicate and learn from each other [4]. Finally, online

media also provide new opportunities for the international promotion of Chinese language. Through the Internet, Chinese language promotion activities can reach a wider audience. For example, some Chinese language promotion activities can make more people understand Chinese language and Chinese culture through webcasting, short videos and other forms.

In short, the application of online media in Chinese language communication provides new opportunities and possibilities for the international promotion and dissemination of Chinese language. With the development of Internet technology, the role of online media in Chinese language communication will become more and more important.

2.3. Application of Chinese in Global Social Situations

2.3.1. International Exchange Activities

Chinese language international exchange activities are one of the most important means to promote the global dissemination of the Chinese language. These activities not only provide opportunities for people from all over the world to learn Chinese, but also promote the exchange and integration of Chinese and foreign cultures.

First of all, Chinese language international exchange activities include various forms, such as seminars, lectures, workshops, competitions and so on. These activities are usually organised by Confucius Institutes, universities, language schools and other institutions, attracting the participation of a large number of Chinese language learners and enthusiasts. Through these activities, participants can improve their Chinese language proficiency, learn about Chinese culture, and make friends from different countries and backgrounds [5]. Secondly, Chinese language international exchange activities are also conducive to the promotion of Chinese and foreign cultural exchanges and mutual understanding. In these activities, participants can experience Chinese traditional festivals, art, music, dance, etc., which enhances their understanding and knowledge of Chinese culture. At the same time, Chinese participants also have the opportunity to learn about foreign cultures, broaden their horizons and enhance their intercultural communication skills. In addition, Chinese language international exchange activities also help to establish friendly and cooperative relations among the international community. Through these activities, participants from different countries can deepen mutual understanding, enhance friendship and promote international cooperation and development. For example, some Chinese language international exchange activities invite foreign students to visit and study in China, so that they can better understand China's development and education system and lay a foundation for future international cooperation.

In conclusion, Chinese language international exchange activities play an important role in promoting the global dissemination of the Chinese language. They not only provide learning opportunities for Chinese language learners, but also promote the exchange and fusion of Chinese and foreign cultures, and establish friendly international cooperation. Through sustained and diversified Chinese language international exchange activities, the influence of the Chinese language can be further expanded, and mutual understanding and cooperation among countries around the world can be promoted [6].

2.3.2. Demand for Chinese as a Second Foreign Language

The demand for Chinese as a second foreign language is growing worldwide. There are many reasons behind this phenomenon. Firstly, with the rapid development of China's economy and the continuous improvement of its international status, more and more countries and regions have become interested in Chinese language. They hope to strengthen economic, cultural and political exchanges with China through learning Chinese, so as to promote the economic development of their countries or regions. Secondly, the uniqueness and charm of the Chinese language have also attracted many foreign language learners. Chinese is one of the most spoken languages in the world, and its grammar, pronunciation and characters all have unique characteristics. Chinese is undoubtedly a good choice for learners who are looking for challenges and freshness. In addition, the status of Chinese in the international workplace and academia is gradually rising. Many international enterprises and organisations take Chinese as one of the necessary skills, and those who are proficient in Chinese are therefore more competitive in the workplace. At the same time, more and more foreign universities and colleges have begun to offer Chinese language courses, and even make Chinese language part of their degree programmes. This is convenient for students who wish to study in China or engage in academic exchanges with Chinese universities. However, learning Chinese as a second foreign language also faces some challenges. Firstly, the phonetics and grammar of Chinese are difficult for non-native speakers, and learners need to invest a lot of time and effort. Secondly, Chinese characters, the writing system of the Chinese language, have rich connotations and unique structures, and learners need to master certain skills of writing Chinese characters. In addition, the cultural background and customs of the Chinese language are also aspects that learners need to understand and adapt to [7].

In order to meet the global demand for Chinese as a second foreign language, governments and educational institutions should take a series of measures. Firstly, increase investment in Chinese language education and improve the quality and level of Chinese language teaching. Second, develop more Chinese language teaching materials and programmes suitable for learners at different levels to meet different learning needs. In addition, strengthen international educational cooperation and exchanges to promote the globalisation of Chinese language education. At the same time, various kinds of Chinese language competitions and activities should be held to stimulate enthusiasm and interest in learning Chinese.

All in all, the demand for Chinese as a second foreign language is growing globally, and this trend helps to promote the international dissemination of the Chinese language and cultural exchanges. By taking appropriate measures, we can hope to better meet this demand and promote the spread and development of the Chinese language globally.

3. Challenges and Problems Facing the Global Dissemination of the Chinese Language

3.1. Challenges of Cultural Differences

In the process of promoting Chinese language globally, cultural differences are a challenge that cannot be ignored.

People in different countries and regions have their own unique cultural backgrounds, values and ways of thinking, which makes the global dissemination of the Chinese language face many difficulties [8].

First of all, language is a carrier of culture, and the Chinese language is rich in traditional Chinese cultural elements, such as philosophy, history and art. These cultural elements may be easy to understand for native Chinese speakers, but they may be difficult for foreigners to grasp. For example, idioms, sayings and allusions contain rich cultural connotations, but it is difficult for foreigners to really understand their meanings without the background of corresponding cultural deposits. Secondly, cultural differences lead to differences in language expressions and communication habits. In some cultures, direct expression of opinions and views is encouraged, while in others, subtle and euphemistic expressions are more appropriate. Such differences make it necessary for foreign students to learn Chinese not only to master the language knowledge, but also to understand and adapt to different communication habits. In addition, cultural differences are also reflected in the sense of humour and fun of the language. Sense of humour and interestingness are often closely related to cultural backgrounds, and some expressions that we consider interesting and humorous in China may not have the same effect in other cultures. This requires us to take into account the acceptability of different cultures when promoting the Chinese language, and try to make the content of language communication more universal and inclusive.

To meet this challenge, we need to take a series of measures. Firstly, we should strengthen the dissemination of Chinese language and culture to the outside world, so that people from all over the world can have a better understanding of Chinese culture and increase their interest in the Chinese language. Secondly, in Chinese language teaching, focus on the integration of cultural elements to help students establish the connection between Chinese language and culture. At the same time, encourage cultural exchanges and interactions among countries, and draw on the advantages of other cultures to enrich the connotation of Chinese language communication. Finally, respecting cultural differences, focusing on personalised teaching, adjusting teaching strategies according to students' cultural background, and improving teaching effects [9].

In conclusion, cultural differences are a major challenge in the global dissemination of the Chinese language, but by taking appropriate measures, we are expected to overcome this difficulty and make the Chinese language more widely disseminated and applied in the world.

3.2. Challenge of Language Learning Difficulty

As an ancient and rich language, the difficulty of learning Chinese is a challenge that cannot be ignored by global learners. Firstly, the phonological system of Chinese is very different from that of many Western languages, with four tones and a large number of combinations of consonants and rhymes. For learners accustomed to pinyin writing, mastering the rules of Chinese pronunciation requires a lot of time and practice. Secondly, the writing system of the Chinese language, Chinese characters, is extremely complex. Not only are there a large number of Chinese characters, but each character has its own specific stroke order and structure, which is a great challenge for learners accustomed to alphabetic scripts. In addition, the grammatical structure of the Chinese language also has a certain degree of complexity.

Unlike Western languages with their sequences and morphological changes, Chinese relies more on context and word order to express meaning, which requires learners to have a high level of language perception and logical thinking ability. At the same time, there are a large number of idioms and allusions in Chinese, which contain rich cultural connotations but at the same time increase the difficulty of learning.

To cope with these challenges, it is necessary to take a series of measures. Firstly, more scientific and rational teaching methods and teaching materials should be developed, such as through the introduction of multimedia teaching and game-based learning to make learning more interesting and interactive. Secondly, training for teachers should be strengthened to ensure that they can provide accurate and efficient guidance. At the same time, more international exchange activities, such as student exchange programmes and online courses, should be encouraged so that learners can have more opportunities to immerse themselves in the Chinese language environment and improve their learning efficiency. Through these measures, the difficulty of Chinese language learning can be effectively reduced, and the interest and enthusiasm of global learners in Chinese language can be stimulated [10].

3.3. Uneven Distribution of Chinese Teaching Resources

Uneven distribution of Chinese teaching resources is a major challenge facing the global dissemination of the Chinese language. First of all, the distribution of Chinese teaching resources is extremely uneven on a global scale. Developed countries and regions, such as the United States, the United Kingdom, and Australia, have a large number of Chinese language teaching institutions and resources, while developing countries and regions, especially in Africa and Latin America, have a relative lack of Chinese language teaching resources. This unbalanced distribution seriously limits the spread and development of Chinese language in these regions. Secondly, even in the same country or region, Chinese language teaching resources are unevenly distributed. Taking China as an example, first-tier cities and developed regions are rich in Chinese language teaching resources, while second-tier and lower-tier cities and less-developed regions are relatively poor in Chinese language teaching resources. This phenomenon has resulted in many people not being able to enjoy high-quality Chinese language teaching, further affecting the spread and promotion of the Chinese language.

In response to this problem, the Chinese government and relevant organisations have taken a series of measures. For example, by establishing Confucius Institutes and providing Chinese language teaching volunteers, Chinese language teaching resources have been introduced to countries and regions lacking resources. At the same time, China is also stepping up its foreign aid to provide Chinese teaching resources and support to other countries. In addition, with the development of Internet technology, online Chinese teaching resources have gradually become an effective way to solve the uneven distribution of resources. Through online platforms, students can enjoy high-quality Chinese teaching resources from all over the world, breaking geographical restrictions [11].

However, these measures still cannot completely solve the problem of uneven distribution of Chinese teaching resources

in the short term. In the future, we need to further increase the investment in Chinese teaching resources, especially in developing countries and regions. At the same time, we should also make full use of modern technological means, such as artificial intelligence and virtual reality, to develop more Chinese language teaching resources that suit different needs, with a view to achieving a fair distribution of Chinese language teaching resources and promoting the spread and development of the Chinese language in the world.

3.4. Competitiveness of the International Dissemination of Chinese

First of all, the characteristics of the Chinese language itself make it competitive. As one of the most widely spoken languages in the world, Chinese has unique charms and advantages. The graphic and tonal characteristics of Chinese characters enable Chinese learners to feel the beauty of the Chinese language in an intuitive way. In addition, the rich cultural connotation and long history of the Chinese language have attracted more and more people to learn Chinese. Secondly, the Chinese government's strong support for the international dissemination of the Chinese language has enhanced the competitiveness of the Chinese language. The Chinese government actively promotes the international spread of the Chinese language by establishing Confucius Institutes, supporting Chinese language education programmes at home and abroad, and holding various Chinese language activities. These initiatives have not only increased the international influence of the Chinese language, but also enhanced the competitiveness of the Chinese language on a global scale [12]. Once again, the market demand for the international dissemination of the Chinese language also provides support for the competitiveness of the Chinese language. With the rapid development of China's economy and the continuous improvement of its international status, more and more countries and regions have become interested in Chinese language education. This makes Chinese a popular foreign language with high demand in the international market. However, the international dissemination of Chinese language also faces some challenges, such as cultural differences and the difficulty of language learning, which may affect the competitiveness of Chinese language. Therefore, in the future process of Chinese international communication, we need to take effective measures to give full play to the advantages of the Chinese language and enhance its international competitiveness.

In conclusion, the competitiveness of Chinese language international communication stems from various factors such as the characteristics of the Chinese language itself, the strong support of the Chinese government and the market demand. In the future development, we should actively respond to the challenges, give full play to the advantages of the Chinese language, promote the global spread of the Chinese language, and enhance the international status and competitiveness of the Chinese language [13].

4. Countermeasures and Suggestions

4.1. Strengthen the Promotion of Chinese Language and Culture

4.1.1. Enrich the Content of Chinese Culture

As an important part of Chinese traditional culture, Chinese culture has a profound historical heritage and unique charm. In order to enrich the content of Chinese culture and improve

the global influence of Chinese language, we can start from the following aspects:

Firstly, strengthen the excavation and collation of traditional Chinese culture. We should conduct in-depth research on poems, idioms, proverbs and other linguistic expressions rich in national characteristics, and explore their connotations and extensions, so as to make them more attractive and infectious. At the same time, attention is paid to integrating representative traditional Chinese festivals, customs and mores into Chinese language teaching, so that learners can better understand Chinese culture. Secondly, promote excellent works of Chinese literature, films and music. By organising various cultural exchange activities, such as literary lectures, film screenings and concerts, the world can learn about Chinese literary and artistic works and feel the charm of Chinese culture. In addition, network platforms, such as microblogs, WeChat and short videos, can be used to spread Chinese culture and attract more young people to pay attention to and learn Chinese. Once again, strengthen the dissemination of Chinese culture overseas. Promote Chinese culture to the world through Confucius Institutes and cultural exchange groups. Cooperate with foreign colleges and associations to jointly organise cultural activities to increase the international visibility of Chinese culture. At the same time, encourage Chinese language international teachers and volunteers to participate in international cultural exchanges and spread Chinese culture [14]. In addition, focus on the innovation of Chinese culture. On the basis of inheriting traditional Chinese culture, combine modern elements and innovate cultural products. For example, combining modern technology and popular elements with Chinese culture, developing novel Chinese teaching resources to stimulate learners' interest in Chinese culture. Finally, strengthen the education of Chinese cultural literacy. Promote Chinese language and culture programmes globally, so that more people can understand Chinese culture and improve their Chinese language and culture literacy. By organising Chinese culture knowledge contests, speech contests and other activities, we can stimulate global Chinese learners' love for Chinese culture.

In short, to enrich the content of Chinese culture, it is necessary to excavate and inherit the traditional culture as well as to pay attention to innovation and development. Through a variety of ways and means, Chinese culture can be revitalised globally and the international status of the Chinese language can be improved [15].

4.1.2. Innovative Cultural Dissemination Methods

In the process of global Chinese language dissemination, it is crucial to innovate cultural dissemination methods. Traditional means of cultural dissemination are often limited by factors such as geography, time and resources, while the development of modern science and technology provides new ways for the dissemination of Chinese culture. Firstly, we can make use of online platforms to bring Chinese culture to all corners of the globe through social media and online education tools. For example, short video platforms can be used to show Chinese idiom stories, traditional cultural performances, etc., so that more people can understand the charm of the Chinese language. Secondly, virtual reality (VR) and augmented reality (AR) technologies can be used to create an immersive Chinese learning experience. Learners can visit China's historical sites and experience traditional festivals through VR devices to immerse themselves in Chinese culture. In addition, the dissemination of Chinese

culture can be promoted through cross-cultural exchange activities, such as joint Chinese-foreign schools and international cultural festivals. These activities can attract foreign students and scholars to participate in Chinese language learning and at the same time promote Chinese culture to the world. In short, innovative cultural dissemination methods can help improve the global influence of the Chinese language and stimulate the interest and enthusiasm of people around the world in Chinese culture. In the future process of Chinese language dissemination, we should actively embrace scientific and technological means and constantly explore new ways of dissemination, so that Chinese culture can be more widely disseminated and recognised in the world.

4.2. Improving the Quality of Chinese Language Teaching

4.2.1. Strengthening the Construction of Teachers and Teachers' Teams

Strengthening the construction of teachers is the key to improving the quality of Chinese language teaching. First of all, we need to optimise the selection and training mechanism to ensure that teachers have solid professional knowledge and rich teaching experience. To this end, a special teacher qualification system can be set up to provide regular assessment and training for teachers and encourage them to continuously improve their quality. Secondly, we should pay attention to the cultivation of cross-cultural communication skills. Chinese language teachers should have strong cross-cultural communication skills so that when interacting with students from different backgrounds, they can better understand their needs and difficulties and provide them with targeted teaching support. To this end, additional cross-cultural communication courses can be offered and teachers can be organised to participate in international exchange activities to enhance their cross-cultural literacy. In addition, we need to pay attention to the stability of the teaching force. In order to retain good teachers, schools and education departments should provide competitive salary packages and a good working environment. At the same time, they should encourage teachers to participate in academic research and international projects, provide them with career development opportunities, and stimulate their enthusiasm and creativity in teaching. Finally, we should make full use of modern technological means to provide support for teacher training. By means of online training and distance learning, we can break the geographical limitations and provide teachers with more convenience in learning, communication and resource sharing. At the same time, with the help of artificial intelligence, big data and other technologies, teachers are provided with personalised teaching programmes to improve teaching effectiveness.

In conclusion, strengthening the construction of the teaching force is an important part of improving the quality of Chinese language teaching. By optimising the selection and training mechanism, improving cross-cultural communication skills, paying attention to the stability of the teaching force and using modern technological means, we are expected to create a high-quality and professional Chinese language teaching force to contribute to the global spread of the Chinese language [16].

4.2.2. Optimising Teaching Materials and Teaching Methods

The global dissemination of the Chinese language is of

great significance in enhancing the international influence of Chinese culture and promoting international exchanges and cooperation. However, the problems of teaching materials and teaching methods in the process of Chinese language teaching have gradually become the bottleneck that restricts the effectiveness of Chinese language dissemination. In order to improve the quality of Chinese language teaching, it is necessary to optimise teaching materials and teaching methods.

Firstly, in terms of teaching materials, we need to further enrich and expand the contents of Chinese teaching materials. At present, although there are many Chinese textbooks on the market, some of them still have certain limitations in content and cannot fully meet the needs of students from different countries and regions. Therefore, we should develop more targeted teaching materials according to the cultural backgrounds, learning needs and language levels of different students. At the same time, we can make use of modern technology to develop multimedia and Internet teaching materials to improve the fun and interactivity of the teaching materials and stimulate students' interest in learning Chinese. Secondly, in terms of teaching methods, teachers need to abandon the traditional single-indoctrination teaching and adopt more vivid, lively and effective teaching methods. For example, through interactive teaching methods such as situational simulation, role-playing and group discussion, students can learn and use Chinese in practice. In addition, online platforms and modern communication technologies can be used to carry out online-offline blended teaching, so that students can learn Chinese in a more relaxed environment. In addition, teachers should pay attention to the individual differences of students in the teaching process, and teach students according to their abilities. For different students, teachers can adjust the teaching content and progress according to their language level and learning needs, so that each student can achieve satisfactory results in the process of Chinese language learning [17].

In conclusion, optimising Chinese teaching materials and teaching methods is the key to improving the quality of Chinese language teaching. Only by continuously improving the content of teaching materials and teaching methods can the Chinese language become more attractive in the process of global communication and further promote the international promotion of the Chinese language. On this basis, we have reason to believe that the breadth and depth of the global dissemination of the Chinese language will continue to expand, and the influence of Chinese culture will be further enhanced.

4.3. Expanding International Co-operation and Exchanges

4.3.1. Deepening Cooperation with Foreign Institutions

Deepening cooperation with foreign institutions is one of the important means to promote the global spread of the Chinese language. First of all, we can jointly carry out Chinese language teaching programmes by establishing cooperative relationships with foreign institutions. In this way, we can learn from the teaching concepts and teaching methods of foreign institutions and improve the quality of Chinese language teaching. At the same time, foreign institutions can also introduce Chinese teaching resources and improve their own Chinese education level through cooperation with us. Secondly, we can co-organise various academic seminars and exchange activities through

cooperation with foreign institutions. In this way, we can attract more foreign scholars and students to pay attention to the Chinese language and improve the international influence of the Chinese language. At the same time, this also helps us understand the research dynamics and needs of foreign academics, so that we can better adjust and improve our Chinese language teaching content and methods [18]. In addition, we can also promote the international dissemination of Chinese teaching materials and culture through cooperation with foreign institutions. We can promote the excellent Chinese teaching materials developed in cooperation with foreign institutions to the international market, so that more foreign students can learn Chinese using our teaching materials. At the same time, we can also jointly promote Chinese culture through co-operation with foreign colleges and universities, so that more foreign students can understand and love Chinese culture.

All in all, deepening co-operation with foreign colleges and universities can help promote the global spread of the Chinese language and enhance the international status of the Chinese language. In the future development, we should continue to increase the cooperation with foreign colleges and universities, and make greater contributions to the global spread of Chinese language together.

4.3.2. Promote the Spread of Chinese Language by Using Network Technology

Under the background of globalisation, the international dissemination of the Chinese language is of great significance. However, the global dissemination of the Chinese language still faces many challenges, such as cultural differences, the difficulty of language learning, the uneven distribution of teaching resources and the competitiveness of dissemination. In order to cope with these challenges, we need to adopt a series of effective countermeasures.

Firstly, we should strengthen the promotion of Chinese language and culture, enrich the content of Chinese language and culture, and innovate the way of cultural dissemination. By organising various kinds of Chinese language and culture activities, we can let more countries and regions understand China's traditional culture and improve the global influence of the Chinese language [19]. Secondly, improve the quality of Chinese language teaching, strengthen the construction of teachers and optimise teaching materials and teaching methods. Invite famous experts at home and abroad to participate in the preparation of teaching materials and research on teaching methods, improve the teaching level of teachers and ensure the quality of teaching. In addition, expand international cooperation and exchanges, deepen cooperation with foreign colleges and universities, and make use of network technology to promote Chinese language dissemination. The international status of the Chinese language will be enhanced by establishing cooperative relationships with foreign institutions and jointly carrying out Chinese language teaching and research programmes. At the same time, make full use of network technology to open online Chinese language courses and expand the scale of Chinese language teaching. Finally, to stimulate enthusiasm for learning Chinese, organise various Chinese language activities and provide more learning opportunities and resources. By organising Chinese language competitions, seminars and other activities, we can stimulate people's interest in learning Chinese and create a good atmosphere for the global dissemination of the Chinese language.

In conclusion, the global spread of the Chinese language

requires us to make joint efforts and take various countermeasures to meet the challenges and promote the spread and development of the Chinese language in the international arena. Only in this way can the Chinese language play a greater role globally, provide more opportunities for people all over the world to learn about China, and promote cultural exchanges and friendly cooperation between China and foreign countries [20].

4.4. Stimulate the Enthusiasm for Learning Chinese

4.4.1. Organise Various Chinese Language Activities

It is of great significance to organise various kinds of Chinese language activities to stimulate the enthusiasm of learning Chinese. Firstly, Chinese language activities can provide a platform for learners to practice Chinese language and let them apply what they have learnt in real communication environments, so as to improve their language application ability. Secondly, Chinese language activities can help enhance learners' understanding and knowledge of Chinese culture, and through participation in the activities, they can have a deeper appreciation of the unique charm of Chinese language and thus increase their interest in learning Chinese.

Firstly, Chinese language competitions, such as speech competitions, writing competitions and singing competitions, are organised and conducted. These competitions can not only show learners' talents, but also stimulate others' enthusiasm for learning. At the same time, some Chinese language experts and scholars can be invited as judges to provide professional guidance and advice to the participants. Secondly, organise Chinese language lectures and seminars. Invite Chinese language teaching experts, famous scholars and cultural celebrities to give lectures in schools to share their Chinese language teaching experience and cultural insights. In addition, seminars can be organised for learners to have in-depth discussions and researches on Chinese language teaching and Chinese culture. In addition, Chinese corner activities are carried out. Set up a Chinese corner on campus for learners' daily communication. Here they can freely engage in Chinese dialogues, discuss their experiences of Chinese learning, and improve their Chinese language level together. At the same time, the Chinese corner can also organise some special activities, such as Chinese traditional festival celebrations and Chinese movies appreciation, so that learners can learn Chinese in a relaxed and pleasant atmosphere. Cultural exchange activities can also be held, such as organising students to go to Chinese-speaking countries for field trips, exchanges and learning. Through visits and interactive exchanges, they can experience the cultural atmosphere of Chinese-speaking countries and improve their practical application of Chinese. Finally, make full use of the Internet platform to carry out online Chinese language activities. For example, online Chinese knowledge contests and virtual Chinese corners are organised so that learners can also feel the charm of Chinese online.

In short, by organising various kinds of Chinese language activities, learners are provided with rich learning resources and practical opportunities, which can help stimulate their enthusiasm for learning Chinese and further enhance the influence of Chinese language in global communication.

4.4.2. Provide More Learning Opportunities and Resources

Providing more learning opportunities and resources is one

of the most important means to stimulate the enthusiasm for learning Chinese. Firstly, governments should increase their investment in Chinese language education, increase the number of Confucius Institutes, provide more funds for Chinese language teaching, and provide Chinese language learners with better learning environments and conditions. Secondly, Chinese language education institutions should constantly innovate teaching methods, such as adopting information technology and carrying out online teaching, so that learners can learn Chinese anytime and anywhere. In addition, various kinds of Chinese language competitions and activities, such as Chinese speech contests and Chinese language corners, should be carried out to stimulate learners' interest and enthusiasm in learning Chinese. At the same time, enterprises and social organisations should be encouraged to participate in the international dissemination of Chinese language, such as providing scholarships for Chinese language learning and carrying out Chinese language volunteer activities, so as to provide more learning opportunities for learners. Finally, international cooperation and exchanges should be strengthened to promote the spread of the Chinese language globally, such as signing bilateral education cooperation agreements and carrying out joint teaching programmes, so as to share Chinese education resources and provide more learning opportunities and resources for Chinese language learners around the world.

5. Conclusion

In the wave of globalisation, the global dissemination of Chinese, as one of the world's oldest and most philosophical languages, is of great significance. By analysing the current situation of Chinese language global dissemination, we find that although the international status of Chinese language is increasing, it still faces many challenges, such as cultural differences, learning difficulties, unequal distribution of resources, and lack of competitiveness.

In order to better promote the global dissemination of Chinese language, we need to adopt a series of countermeasures and suggestions. Firstly, we should strengthen the promotion of Chinese language and culture, and let people around the world understand and feel the charm of the Chinese language more deeply by enriching the content of Chinese language and culture and innovating cultural dissemination methods. Secondly, improving the quality of Chinese language teaching is the key. We need to strengthen the construction of teaching staff, optimise teaching materials and teaching methods, and provide better learning conditions for Chinese language learners around the world. In addition, expanding international cooperation and exchanges is also an important way to promote the global dissemination of the Chinese language. We can deepen cooperation with foreign universities and make use of Internet technology to promote the dissemination of the Chinese language. Finally, we need to stimulate the global enthusiasm for Chinese language learning by organising various Chinese language activities and providing more learning opportunities and resources, so that Chinese can become a language loved by more people.

In conclusion, the global dissemination of Chinese is a long-term and arduous task that requires our joint efforts. Let's join hands and contribute to the promotion of Chinese language and culture.

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