

An Analysis on the Value of Communication of Chinese as a Foreign Language

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Abstract: With the combination of global economy and culture, the spread of Chinese as a foreign language is beneficial to the spread of Chinese culture, to shape the image of China and to enhance the influence of Chinese culture, and the communication of Chinese as a foreign language is beneficial to the spread of Chinese culture. The spread of Chinese as a foreign language plays an important role and value. This paper first expounds the main body, mode and characteristics of Chinese as a foreign language, then analyzes the social value and economic value of the communication of Chinese as a foreign language, and finally attempts to explore the innovation of the way of communication of Chinese as a foreign language.

1. Introduction

With the increasing status of China in the international community, the value of spreading Chinese as a foreign language is becoming more and more prominent. Xinyu Han (2015) pointed out that language and culture are unified, Chinese culture must be integrated when learning Chinese language, and teachers must spread Chinese culture in teaching in order to remove the obstacles in Chinese learning. In the teaching of Chinese as a foreign language, Chinese culture should be combined to promote the teaching of Chinese as a foreign language to a certain extent, and at the same time, the Chinese culture can also be integrated into the world culture. Yu Cong (2016) pointed out that after entering the 21st century, the trade between countries is closer, the world has become a whole, and the trend of globalization has gradually deepened. The economy is the key to the success of a country, and it is also the top priority in gaining international status. To a certain extent, a country with strong economic strength plays a huge positive role in the development of the country. How to improve the level of the economy is considered an essential part of many countries. Chinese as a foreign language is an important channel of communication between China and the rest of the world in order to spread the excellent culture of China and attract cooperation with China to develop the economy. Liwei Wang (2016) pointed out that the continuous development of the global economy has promoted economic and cultural exchanges between China and foreign countries, and more foreign workers have come to work in China. Therefore, teaching Chinese as a foreign language plays an important role in the teaching system of our country. In this context, in order to spread the core values of Chinese civilization, promote the soft power of the country, and promote the promotion of China's international status, we should attach importance to the teaching of Chinese as a foreign language. Through reading a large number of documents, Chinese as a foreign language is of great value for the spread of Chinese civilization and the promotion of China's influence. This paper mainly discusses the social and economic values of the communication of Chinese as a foreign language.

2. The main body, mode and characteristics of the spread of Chinese as a foreign language

The spread of Chinese as a foreign language is not only the spread of language, but also the spread of Chinese culture. It has its distinct main body, diversified modes of communication, complex, diverse and dynamic communication characteristics.

2.1 The main body of the spread of Chinese as a foreign language

The main body of Chinese communication as a foreign language is diverse, including teachers

who teach Chinese as a foreign language, government organizations, people's masses, and so on. It can be put simply that the language used by the people in our country when communicating with each other is Chinese. Any Chinese as the mother tongue is the communicator, through the use of Chinese activities can become the process of Chinese transmission.

2.2 The mode of spreading Chinese as a foreign language

There are many ways of spreading Chinese as a foreign language, and they are different from each other. One of the most important channels of communication is the government as the main organization of teaching Chinese as a foreign language. The teaching of Chinese as a second language (TCFL), which takes overseas as the main object, is similar to that of foreign students living in China, but there is a great difference between them from the point of view of the mode of communication. The content of overseas Chinese teaching is mainly the Abstract Confucius Institute. Chinese teaching in China not only contains Abstract Confucius teaching, but also can explain the teaching content according to the actual situation in China, which can play a certain role of verification.

2.3 An analysis of the characteristics of the spread of Chinese as a foreign language

The characteristics of the spread of Chinese as a foreign language: Chinese as a foreign language with the development of the times and society and constantly changes in order to conform to the development process of the times, the spread of Chinese as a foreign language has a certain dynamic; The spread of Chinese as a foreign language covers a large number of contents, and more complex. Chinese communication includes not only the norms of the use of language and characters, but also the true expression of thought and emotion, and the spread of Chinese as a foreign language has a certain degree of complexity; The communication of Chinese as a foreign language is a kind of two-way interactive behavior, which mainly embodies the communication interaction between the communicator and the receiver, so as to promote the effective communication and communication between the two, and there is obvious interaction between them. Chinese as a foreign language does not only rely on a specific mode of communication in the process of communication, its channels of communication are diverse, it includes organizational communication, intra-human communication, interpersonal communication and other forms of communication. At the same time, it can also rely on different media, such as newspapers, television, mobile phones, the Internet and so on.

3. The social value of the spread of Chinese as a foreign language

The spread of Chinese as a foreign language has an important social value, which can not only shape the new image of China, but also improve the influence of China in the world, and enhance the competitiveness of Chinese culture and other cultures.

3.1 To shape the new image of China

On the one hand, to convey the connotation of Chinese traditional culture to foreign people through Chinese as a foreign language can make foreign people understand the actual situation of China and the present development, and gradually eradicate the prejudice of foreign people. On the other hand, China is a friendly and warm country; traditional Chinese culture has a long history. Whether it is Chinese traditional culture, or the development and state of China today, only by communicating cultural content to foreign people through Chinese as a foreign language can we make it clear of the misunderstandings and prejudices that exist in China? In order to reshape China's image in the eyes of foreign people, we can understand the true situation and social appearance of China from its essential roots.

3.2 To improve the influence of China in the world

Cultural communication in Chinese as a foreign language is a necessary way for China to go to the world and the main way for the world to know about China. Under the impact of global integration, different peoples and cultures in the world are bound to exchange and penetrate each other. This not only creates the conditions for the development of Chinese culture to the world and

Chinese social culture itself, but also opens the way for the worldwide dissemination of Chinese culture. This is because only culture is recognized by the world, can have influence in the world. The spread of Chinese as a foreign language is also the dissemination of Chinese culture. The spread of culture is conducive to the acceptance of the development of China by the foreign people, thus increasing the influence of China.

3.3 To enhance the competitiveness of Chinese culture and other cultures

With the increasing influence of Chinese culture in the world, the cultural collision between Chinese culture and other nationalities in the world has begun, but at present, the competitiveness of Chinese culture is obviously insufficient. Through the spread of Chinese as a foreign language, the emphasis will be placed on spreading the excellent traditional Chinese culture and moral values, enhancing the power and influence of Chinese cultural dissemination, and further deepening the competitive power of Chinese culture.

4. The social value of the spread of Chinese as a foreign language

The trend of globalization is inevitable. With the deepening of globalization trend, some changes have taken place in every field of our country. Under the background of globalization, the spread of Chinese as a foreign language has made great contribution to the development of China and has a certain economic value to adapt to the needs of the times.

4.1 It embodies the great national spirit of China

Chinese as a foreign language is the main way for China to spread its thoughts to the outside world, and it is also an important embodiment of Chinese excellent culture. Chinese as a foreign language not only contains the cultural significance of China, but also contains important political significance. Chinese as a foreign language can publicize China's great national spirit to the international community, at the same time, it can also meet the increasing requirements of Chinese in the world, thus helping to strengthen the construction of our cultural soft power, and cultural development is bound to lead to economic progress, so that our country's economic level has been improved.

4.2 It is conducive to the diversification of the economic situation in our country

Under the background of globalization, the use of language can further enhance the comprehensive strength of the country and thus win the status, so the industry centered on language teaching emerges as the times require. To spread Chinese as a foreign language can gain intangible assets such as Chinese teaching industry and increase the economic income of our country. The Chinese language schools created can also maximize the benefits while solving the employment problems, to increase the foreign income of Chinese education in our country.

4.3 It strengthens exchanges and cooperation between countries

The trend of globalization is the inevitable result of the development of the times, and all countries are inseparable from the development process of globalization. Language is the key to people's exchanges. The spread of Chinese as a foreign language has changed the understanding of China in the past and its attitude towards China. Through the spread of Chinese as a foreign language, people have really learned about China and have increased their confidence in China. To enhance the concept and ability of transnational management, thus enhancing the trade cooperation between countries and China, reducing trade frictions, enabling countries to achieve common economic development in an environment of harmonious coexistence.

5. Paths to spread Chinese as a foreign language

The value of Chinese as a foreign language becomes more and more prominent. It is necessary and important to innovate the thinking of spreading Chinese as a foreign language, expand the space

for spreading Chinese as a second language, and take flexible adaptation of Chinese as a foreign language transmission mode in today's era.

5.1 Innovating the thinking of spreading Chinese as a foreign language

The spread of Chinese as a foreign language is a comprehensive project, which requires innovative thinking. In the communication of Chinese as a foreign language, it is necessary for scholars to create a new thinking of Chinese communication, so that the cultural exchanges between China and neighboring countries can be daily news. Only by spreading Chinese as a foreign language well can we make the high-quality products produced in our country more competitive in the market, so that we can improve the market competitiveness of our products, and only in this way can we cope with the anti-dumping policies of foreign countries. Instead of entering other countries' markets at low prices, they win by quality; another benefit to follow is the ability to accelerate the upgrading of our industry in the context of international competition. Thus the economic development is to promote the development of culture, the export of commodities to promote the dissemination of culture. Strengthen the innovative thinking of Chinese as a foreign language communication; improve the effectiveness of communication of Chinese as a foreign language.

5.2 Expanding the space for spreading Chinese as a second language

With the expansion of the trend of globalization and the development and progress of cultural globalization, the education of Chinese as a foreign language has been developed in an all-round way, and the number of education in Chinese as a foreign language has been increasing year by year. The trend of globalization in the education of Chinese as a foreign language is the trend of globalization, and due to the development of financial globalization, the use of Chinese language is constantly rising, and after the development of education in each country to a certain extent, all of them will follow the path of Chinese education, which needs to expand the spread space of Chinese as a foreign language.

5.3 Taking flexible adaptation of Chinese as a foreign language transmission mode

Our country can allow more funds to spread the cause of vagueness to the outside world. With an effective mode to open contacts with more countries, to build a broader platform for Chinese enterprises is also a new platform for the dissemination of Chinese. As a super-trading country, it is inevitable to encounter many problems in trade under the environment of economic globalization. Therefore, because of the problems brought by trade, it will also cause problems to the spread of Chinese. In view of this situation and the current domestic and international environment, Chinese communication must do a good job of preventive measures; avoid other factors that hinder the spread of Chinese as a foreign language, flexible adaptation of Chinese transmission mode, to promote the development of Chinese language and cultural communication with neighboring countries.

6. Conclusion

In a word, the spread of Chinese as a foreign language is an important link in the development and progress of our country, and it has created greater economic wealth for our country. To a certain extent, the spread of Chinese as a foreign language under the background of globalization has made the trade between countries closer to one another. Promote common progress in the world economy. China should attach importance to the development of Chinese communication as a foreign language, give full play to its positive role, expand the international communication of Chinese language is the sacred mission given by the times, and the status of Chinese language will further enhance China's national strength, so as to make continuous efforts for China's modernization drive.

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