

# Study on the Intercultural Campus Communication Activities of International Students from Medical Universities

Hang Dai

Qiqihar Medical University, Qiqihar, Heilongjiang 161006, China

**Keywords:** Medical college, International students, Intercultural activities

**Abstract:** With the continuous deepening and development of the “Silk Road Economic Belt” policy, the exchanges between China and the countries along the Silk Road becomes increasingly frequent, and the number of overseas students in China is rapidly increasing. The Chinese government attaches great importance to the education of overseas students, and provides great support of human and financial resources to ensure the good study and living conditions of overseas students in China. However, most universities focus on the development of subject construction and classroom teaching mode, and there is a lack of reflection on campus activities. Therefore, this paper selects the overseas students from medical colleges in Heilongjiang Province as the subject, carries out in-depth research on the current situation of the campus activities of overseas students from medical college in Heilongjiang Province through questionnaires and in-depth interviews, and makes quantitative and qualitative analysis on the relationship among overseas students, the participation in the campus activities and the intercultural adjustment, so as to provide a reference for overseas students to adapt to Chinese culture and further promote the development of education for overseas students in our province.

## 1. Introduction

The motivation of medical students' participation in campus activities in Heilongjiang Province has a significant impact on cultural adaptation. Some international medical students make friends by participating in activities, especially group activities. They have the same hobbies and interests, and it is easy for them to get out of a single cultural circle and move into a multi-cultural circle, which is conducive to their communication. Therefore, participating in different forms of campus activities not only helps to understand Chinese culture from many aspects, but also helps to improve the communicative competence of overseas students in different environments and enhance their Chinese proficiency. Speaking Chinese in the process of participating in activities is more productive than practicing with teachers in class, which helps overseas students to adapt to the Chinese cultural environment more quickly [1].

## 2. The Importance of Carrying out Intercultural Campus Communication Activities for International Students in Medical Colleges and Universities

With the improvement of comprehensive international strength of China in recent years, more and more overseas students have begun to study in China, especially major in medicine. Influenced by traditional Chinese medicine, the number of international medical students has been increasing in recent years. In order to build up their cultural consciousness through education and make them become the media of excellent Chinese culture in the process of cross-cultural adaptation, we should give full play to the important role of college campus communication activities. Because in the process of campus communication activities, the exchange between overseas students and Chinese native students has increased. In the process of communication, they can understand Chinese culture and appreciate the charm of excellent traditional culture, which provides opportunities for the excellent Chinese culture “going out” [2]. Nowadays, overseas student education is becoming more and more important, so medical colleges and universities should pay attention to the positive influence of campus communication activities, so as to promote the

cross-cultural development of international students.

### **3. Difficulties in Intercultural Campus Communication of International Students from Medical Colleges and Universities**

#### **3.1 The Backward Education Concept**

At present, some teachers in medical colleges and universities lack the consciousness of cultural output. In daily teaching, they just give first priority to the medical knowledge and blindly think that it is enough for international students to learn Chinese medical knowledge, which leads to few times and poor quality of campus communication activities in medical colleges, and gradually students will not participate in such activities. Eventually it affects the cross-cultural adaptation and exchange of international students in medical colleges. This is also the main reason why they are not involved in the campus.

#### **3.2 The Lack of Resources for Campus Communication Activities**

There are various difficulties in launching campus communication activities in medical colleges. For example, it is difficult to allocate campus and human resources, choose the background of communication theme and make use of cultural and educational resources. Some foreign students possess poor Chinese communication ability, so it is very difficult to communicate with other students in the process of participating in activities. And some students are introverted and not good at communicating with other students, which leads to many problems in carrying out campus communication activities. In addition, the best way to conduct campus communication activities is to highlight the characteristics of medical colleges, which also makes it difficult to carry out campus communication activities.

#### **3.3 The Single Activity Forms**

Due to the influence of the traditional concept of campus activities and the lack of resources, medical colleges only carry out single campus communication activities. Usually, students decide the theme of the activity, then organize their speeches, and finally select representatives to make a speech and conduct a few talent shows, and then free time. It's the same process every time. So the organizers and students both feel very bored. A kind of single and boring activity form can not make real contribution to campus communication activities in medical colleges [3].

#### **3.4 Great Emphasis on Local Culture and the Neglect of Foreign Culture**

The campus communication activities of overseas students are the social intercourse between students and countries. So in order to promote cross-cultural communication, we should not just attach importance to the spread of excellent Chinese traditional culture and ignore the study of other countries' excellent culture. From the current form of campus communication activities, most of them center on the Chinese mainland culture while taking the cultural exchanges of other countries subsidiary. However, if we don't know the culture and customs of other countries well, how can we make foreign students love our Chinese culture? Therefore, we should promote the development of campus communication activities from various perspective of many countries.

### **4. Strategies for Enriching Intercultural Communication Activities of International Students in Medical Colleges and Universities**

#### **4.1 The Correct Understanding and Transformation of Concept**

Today, with the rapid development of China's social economy, international students have become an indispensable part of medical colleges and universities. Therefore, they should transform the traditional education concept, give first priority to the cultural exchange and communication and promote the development of communication activities in medical colleges and universities through correct understanding and transformation of concept, so as to provide a good

learning atmosphere for international students and make them appreciate the charm of Chinese culture in the process of taking part in activities. Enriching the forms of campus culture through the exchange between students can also create a favorable environment for our country to understand the culture and concepts of other countries, and students can learn more knowledge after class, so as to promote the overall growth of students.

#### **4.2 The Enrichment of Activity Modes and Stimulation of Enthusiasm**

Learning interest can motivate students to participate in practical activities independently. Therefore, medical colleges should enrich the mode of campus communication activities and stimulate students' enthusiasm to take part in activities. Good interest can not only make students thirst for knowledge and explore things, but also gradually enrich their own quality in the process of finding and satisfying themselves. When students are interested in various modes of activities, they will think actively and explore bravely, so as to find their real selves in the process of experiencing activities and learning knowledge.

For example, when conducting communication activities on the theme of “countries in the world”, teachers can stimulate students' minds through the organization of story meeting about patriotic characters, and also through the holding of poetry recitation meeting, teachers can make foreign students and Chinese students share their own excellent poems, expand their imagination in poetry stories, inspire their minds, so as to improve their aesthetic capability in an all-round way<sup>[4]</sup>. These activities not only enable students to gradually feel the power and charm of the motherland in the process of collecting materials, but also gradually arouse their patriotic feelings in the process of activities.

#### **4.3 The Correct Direction of Teachers**

In the campus communication activities of medical colleges, teachers should take students as the main body. But we should give full play to the role of guidance instead of neglecting students. Teachers must adhere to the idea of “give a man a fish and you feed him for a day; teach a man to fish and you feed him for a lifetime”. And they should provide proper guidance in the process of campus communication activities, but avoid excessive instruction.

For example, in the communication activities about filial obedience, teachers first collect activity plans, then divide groups reasonably, organize activities, and finally teachers and students share their experiences together, and make exchanges on this premise, so as to prepare for students' communication. Filial piety is a traditional virtue of the Chinese nation. So in the activities of filial obedience, teachers should set an example and take part in the practice together, instead of commanding students to complete the activities.

#### **4.4 The Establishment of Evaluation Criteria**

One of the key points for the effective organization of campus communication activities in medical colleges is to establish appropriate evaluation criteria. In medical colleges and universities, through the establishment of appropriate evaluation standards, teachers should give priority to encouragement, provide proper care for some introverted and timid students, and lower the standards appropriately when it is necessary to stimulate the enthusiasm of students to participate in activities<sup>[5]</sup>.

### **5. Conclusion**

In conclusion, the organization of campus communication activities in medical colleges can promote the spread of Chinese culture and make more countries in the world accept Chinese culture. Therefore, in the future, medical colleges should take the initiative to create a good communication environment for students, enrich the content through the establishment of thematic communication activities, and provide a favorable environment for the communication between students and the spread of culture.

## **Acknowledgment**

The Basic Scientific Research Operating Expenses of Provincial Universities in Heilongjiang Province in 2019 Titled “Research on Campus Activities and Cross-cultural Adaptation of International Students in Heilongjiang Medical Universities “(Project Number: 2019-KYYWF-1265).

## **References**

- [1] Wu Qiang. A Study on Intercultural Adaptation of Overseas Students from Sub Saharan Africa. Education Observation (the First Half of the Month), Vol.7, No.1, pp.103-106, 2018.
- [2] Liu Xiangyu. A Study on Intercultural Adaptation and Management Strategies of Overseas Students. China Science and Education Innovation Guide, No.2, pp.230, 2014.
- [3] Dong Linli. Building an Intercultural Communication Platform with Campus Cultural Exchange Activities -- Reflection and Design on Organizing Campus Cultural Exchange Activities. Journal of Hanshan Normal University, No.4, pp.83-88, 2015.
- [4] Liu Jiannan. The Role of Campus Cultural Exchange Activities in the Construction of Training Platform of Intercultural Communication Ability and Its Implementation Path. Heilongjiang Science, Vol, 8.No.22, pp.120-121, 2017.
- [5] Wang Chao, Zhang Meng. An Analysis of the Influence of International Exchange Associations of College Students on the Intercultural Communication Ability of Chinese and Overseas Students -- A Case Study on the Activities of International Exchange Associations of Students of Dalian University of Technology[J]. Modern Communication, No.17, pp.3-5, 2016.