

Research on the International Communication of Chinese Discourse from the Perspective of Themed Journal Publishing: A Case Study of the "International Chinese Education" Column

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Abstract: From the perspective of themed journal publishing, this study takes the "International Chinese Education" column as a case to explore the paths and effects of the international communication of Chinese discourse. The research finds that the column has actively explored ways to disseminate Chinese discourse in terms of topic selection and planning, content arrangement, and author group construction, and has achieved certain results, such as enhancing the visibility of Chinese discourse in the field of international Chinese education. However, the column still faces problems such as limited communication scope and insufficient influence during the communication process. Based on this, optimization strategies such as expanding communication channels, innovating communication forms, and improving content quality are proposed, aiming to provide useful references for themed publishing to assist the international communication of Chinese discourse.

Keywords: Themed Publishing; Chinese Discourse; International Communication; "International Chinese Education" Column

1. Introduction

As a publishing form with cultural communication functions, themed publishing occupies an important position in Chinese cultural communication. It not only undertakes the responsibility of interpreting and disseminating the theory of Chinese-style modernization and strengthening mainstream ideological public opinion, but also shoulders the mission of promoting economic and social development and inheriting and innovating

Chinese culture [1]. At the same time, the demand for the international communication of Chinese discourse has become increasingly urgent, especially striving for more discourse power in the international academic and public arenas to demonstrate China's cultural confidence and academic strength. Against this background, journals, as important carriers of academic exchange and cultural communication, play a crucial role in spreading Chinese culture and enhancing the international communication of Chinese discourse. Among them, the "International Chinese Education" column of journals has attracted much attention due to its dual functions of language teaching and Chinese cultural communication. It is an important planning direction of current themed publishing and undertakes the important mission of disseminating Chinese discourse. This study aims to deeply analyze the practical paths, communication effects, and improvement directions of the "International Chinese Education" column in the international communication of Chinese discourse from the perspective of themed publishing, in order to provide reference for other similar themed publishing projects and promote the widespread dissemination of Chinese discourse in the international academic and public arenas [2].

2. The Relationship between Themed Publishing, International Chinese Education, and the International Communication of Chinese Discourse

Conceptually, themed publishing refers to publishing activities centered on national major policies, social hot issues, and cutting-edge academic fields. Its characteristics lie in the high unity of political nature and cultural nature, as well as the organic combination of academic

nature and popularity. In the course of development, themed publishing has gradually transformed from a single political propaganda tool into a comprehensive publishing form with both ideological depth and communication breadth. Especially in the new era, its narrative methods, communication means, and content production models have undergone profound changes [3]. In addition, themed publishing plays a particularly significant role in cultural communication. It can not only strengthen the recognition of mainstream values among domestic people but also enhance the global influence of Chinese culture through international communication, thereby laying a solid foundation for the international communication of Chinese discourse.

There is a close inherent connection between international Chinese education and the international communication of Chinese discourse. The two complement each other and jointly promote the globalization process of Chinese culture. On the one hand, international Chinese education provides a window for Chinese learners to understand Chinese culture and society, enabling them to deeply understand the connotation and value of Chinese discourse through language learning; on the other hand, the international communication of Chinese discourse injects rich teaching content and practical cases into international Chinese education, making it more contemporary and globally oriented. This connection is particularly prominent in international Chinese education journals or columns.

3. Overview of the Development of "International Chinese Education"

3.1 Founding Background

The founding background of the "International Chinese Education" column is closely related to the urgent demand for Chinese cultural communication in the process of globalization. With the improvement of China's comprehensive national strength, the international community's attention to China has increased significantly, and the demand for learning Chinese has also shown a rapid growth trend. Against this background, international Chinese education, as an important way to promote Chinese culture to go global, has gradually become a hot topic in academic and practical fields; at the same time, the strategic

goal of the international communication of Chinese discourse has further clarified the direction of spreading cultural soft power through language education.

3.2 Development History and Direction

"International Chinese education" has a long and rich history as a spontaneous educational form; the conceptualization of it as a specialized disciplinary term to construct a knowledge system has gradually developed since the founding of the People's Republic of China. In general, starting from the 1950s, through the refinement of concepts such as "teaching Chinese as a foreign language", "international Chinese education", and "international Chinese education", as well as the generation, dissemination, strengthening, and connotation evolution of key words, international Chinese education has realized the transformation from an "inherent" educational form to a "conscious" disciplinary knowledge construction[4], and has gradually expanded from a professional discipline to an important part of China's discourse communication system.

4. The Practice of Disseminating Chinese Discourse in the "International Chinese Education" Column

4.1 Topic Selection and Planning

In the process of topic selection and planning, the "International Chinese Education" column closely focuses on the core goal of the international communication of Chinese discourse, ensuring the academic value and communication significance of the content through multi-dimensional theme design. Firstly, the sources of topics mainly include national major policies, cutting-edge research results in the fields of philosophy and social sciences, and Chinese issues concerned by the international community. These sources provide a content foundation with both authority and timeliness for the column [3]; secondly, the direction of topic selection focuses on combining the core value orientation of China's academic discourse system, emphasizing academic autonomy and original expression. Topic selection and planning also pay special attention to problem orientation, striving to respond to the international community's attention and questions about China's development through precise topic design, thereby enhancing the

persuasiveness and influence of Chinese discourse.

4.2 Construction of Author Groups

To ensure the effective dissemination of Chinese discourse, the "International Chinese Education" column has adopted a multi-level strategy in the construction of author groups to ensure the diversity of academic backgrounds and geographical distribution of the author team. Firstly, it gives priority to inviting domestic experts and scholars with profound academic attainments to contribute. These authors usually come from top research institutions in the fields of philosophy and social sciences. Their research results not only represent the domestic academic frontier but also provide a solid theoretical support for the construction of Chinese discourse [5]; secondly, it actively expands international author resources, inviting overseas scholars to contribute through international cooperation projects or academic exchange activities. These authors not only have a cross-cultural perspective but also can promote the international acceptance of Chinese discourse with their academic influence. For example, Language Teaching and Research has a column "Teaching Chinese as a Foreign Language"; International Chinese Education (Chinese & English) has a column "Cross-Cultural Communication", focusing on global Chinese education practice. Thirdly, the column also focuses on cultivating young scholars, providing a platform for young researchers to display their works through thematic calls for papers or academic seminars, thereby reserving talent for the long-term dissemination of Chinese discourse. For example, Applied Linguistics, in its editorial purpose, mentions "promoting and guiding the development of China's applied linguistics discipline and actively cultivating outstanding talents in applied linguistics research".

5. Communication and Optimization Strategies of the "International Chinese Education" Column

5.1 Communication Strategies

5.1.1 Audience analysis

The "International Chinese Education" column has conducted in-depth analysis of potential reader groups through various methods to ensure that the content can accurately meet the

needs of target audiences. Firstly, combined with the implementation of the "Belt and Road" Initiative, the column focuses on the cultural characteristics and educational needs of countries along the route. These countries have significant differences in political systems, cultural beliefs, and language systems. Therefore, the column team has formulated detailed market research plans for different regions. For example, in Southeast Asia, due to the concentration of overseas Chinese communities and a good foundation in Chinese teaching, the column tends to select topics with more academic depth; while in Central and Eastern Europe, it pays more attention to the popularization and promotion of basic Chinese teaching methods [6]; secondly, by collecting and sorting out feedback data from international readers, the column has further optimized its content structure. For example, readers from some countries prefer practical teaching cases, while others show a strong interest in theoretical discussions.

5.1.2 Precise communication strategies

Targeting different audience groups, the "International Chinese Education" column has adopted a series of precise communication strategies to meet the needs of readers in different regions and improve communication effects. Adjusting the language style is an important part. To overcome language barriers, some high-quality papers are translated into English, and foreign experts are invited to review and polish them to ensure that the language expression conforms to international academic norms and is easy to be accepted by foreign audiences [7]. For readers from non-English-speaking countries, the column also actively explores a multilingual publishing model, cooperating with publishing institutions in various countries to launch localized versions. Content customization is also one of the core means of precise communication. According to the actual needs of different countries and regions, the column has designed a variety of thematic sections. For example, it specially plans column content for African, European, and American countries, focusing on exploring the integration path of Chinese teaching and local education systems [6].

5.1.3 Cross-cultural communication strategies

The "International Chinese Education" column adopts various strategies to avoid cultural conflicts and realize the effective transmission

of Chinese discourse. Firstly, it focuses on constructing new concepts, new categories, and new expressions that integrate China and foreign countries, striving to build a universal academic discourse system. For example, when discussing Chinese teaching methods, the column not only pays attention to traditional Chinese teaching concepts but also introduces internationally recognized language teaching theories, thereby enhancing the inclusiveness and persuasiveness of the content[8]; secondly, it promotes in-depth cooperation between Chinese and foreign scholars by organizing transnational academic seminars and inviting overseas experts to write special columns; the column facilitates the exchange and collision of academic viewpoints under different cultural backgrounds. Finally, the column focuses on the innovation of communication forms, adopting a multimedia integration method to present content, which can not only stimulate readers' learning interest but also reduce the difficulty of understanding caused by cultural differences.

5.2 Optimization Strategies

5.2.1 Expanding communication channels

The rise of new media platforms has provided new possibilities for the international communication of academic journals. For example, distributing content through social media, academic databases, and online publishing platforms can significantly expand the audience scope of the column [7]. Establishing cooperative relationships with well-known foreign publishing institutions is also an effective way to expand communication channels. It can not only realize the international promotion of content through their mature communication networks but also obtain professional support in language translation and cultural adaptation, thereby reducing barriers in cross-cultural communication [6].

5.2.2 Innovating communication forms

As an emerging communication method, multimedia integration can organically combine text, pictures, audio, video, and other forms, thereby enriching the expressiveness and appeal of the content [9]. CNKI has set up an enhanced publishing function, which can publish audio and video in addition to text, making abstract academic content more intuitive and understandable. Interactive communication is also a direction worth exploring to enhance

participation and recognition.

5.2.3 Improving content quality

Improving content quality is the core task for the sustainable development of the "International Chinese Education" column. It is necessary to strengthen academic research to ensure that the articles published in the column are original, cutting-edge, and authoritative.

Optimizing the topic selection mechanism is also an important means to improve content quality. By establishing a scientific topic selection evaluation system and inviting experts from home and abroad to participate in topic selection demonstration, the accuracy and pertinence of topic selection can be effectively guaranteed, and the optimal balance between content depth and expression form can be achieved.

6. Conclusion

The "International Chinese Education" column has accumulated rich experience in the practice of international communication of Chinese discourse from the perspective of themed publishing. These experiences provide important enlightenment for other similar columns or themed publishing projects. Firstly, when planning column content, it is necessary to reflect a profound grasp of the times and an active response to national strategic needs; secondly, the column should focus on content quality and academic depth, and enhance the authority and persuasiveness of the communication content by focusing on the core issues of Chinese discourse; thirdly, the column adopts adaptive strategies in cross-cultural communication, which must fully consider the cultural background and reading habits of different audiences, effectively avoid cultural discomfort, and improve communication effects. When themed publishing promotes the international communication of Chinese discourse, it should formulate flexible communication strategies according to the actual situation, and strengthen international cooperation and resource integration to maximize communication effects.

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