

# *Research on the Strategies of Industrial Culture Dissemination among the International Students in Colleges and Universities*

Ni Yang<sup>1,a,\*</sup>, Xin Wang<sup>2,b</sup>

<sup>1</sup>School of Marxism, Chengdu Technological University, Chengdu, Sichuan, China

<sup>2</sup>School of Big Data and Statistics, Chengdu Technological University, Chengdu, Sichuan, China

<sup>a</sup>yangni@cdu.edu.cn, <sup>b</sup>1319952052@qq.com

\*Corresponding author

**Keywords:** Industrial culture, international students in China, international communication, Chinese colleges and universities

**Abstract:** Industrial culture refers to the sum of material culture, system culture and spiritual culture formed along with the industrialization process and penetrated into the industrial development. As an important part of people's life and development, the educational value contained in industrial culture has become increasingly prominent. As China has become the largest destination country for international students in Asia, especially with an increasing number of international students from countries along the "Belt and Road", the responsibility and obligation of colleges and universities to train elite talents of "Knowing well about China, Being friendly with China and loving China" and to provide important human and intellectual support for the construction of a community with a shared future for mankind is increasingly severe. Chinese colleges and universities can disseminate industrial culture among the international students through the following aspects: (1) to strengthen teaching concepts and integrate industrial culture into international study brand construction, (2) to carry out curriculum reform and integrate industrial culture into the content of talent cultivation, (3) to strengthen the creation of professional characteristics and integrate industrial culture into employment guidance services, (4) to attach importance to cultural adaptation and integrate industrial culture into ideological and moral education.

## 1. Introduction

With the steady progress of the "Study in China 2025" Plan, before the epidemic, China had become the third largest destination country for international students in the world and the first in Asia, with the number of international students approaching 500,000<sup>[1]</sup>. In the process of expanding the scale of international students, the need to improve the cultivation quality of international students in China is becoming more and more urgent. In recent years, China has promulgated a series of policies for studying in China, especially the release and implementation of the Opinions on Accelerating and Expanding the Opening-up of Education in the New Era (referred to as "the Opinions") in June 2020, which marks that studying-in China has shifted from "expanding scale" to

"improving quality and efficiency".

Since the 18<sup>th</sup> National Congress of the Communist Party of China, China has vigorously promoted innovation in international communication, and actively promoted Chinese culture to go global, and China's international discourse power and influence have been significantly improved. On the new journey, we should unswervingly carry forward and develop fine traditional Chinese culture, promote reform and innovation in cultural undertakings and cultural industries, continue to increase the influence and appeal of Chinese culture, tell China's stories well, spread China's voice well, and present to the world a true, three-dimensional and comprehensive China.

As the vanguard of the development of studying-in China, colleges and universities bear the responsibility of cultivating high-quality and high-skill composite international talents. With a history of more than 70 years of modern industrial development, China has a very profound industrial history and culture. That how to cultivate a group of international students who are studying in China so that they "understand industry, love industry and take pride in industry" is not only an important issue in how to equip international students with advanced industrial culture, but also an important issue of how to improve the pertinence and effectiveness of international education of China.

## **2. The Connotations of Industrial Culture**

"Industrial culture" is still a relatively new concept in our academic circles. Industrial culture is the product of the development of social productive forces to a certain stage, is the cultural pattern after the primitive culture and agricultural culture, and is the inevitable of historical development. So how to define the concept of industrial culture? It is acknowledged that industrial culture refers to the sum of the material wealth and system wealth continuously accumulated by the whole human society in the process of realizing industrialization as well as the spiritual wealth gradually summarized on this basis <sup>[2]</sup>. Industrial culture has rich connotations. From the perspective of spiritual culture, it refers to the pioneering spirit that dares to be the first, the innovative spirit that attaches importance to science and technology, the enterprising spirit that is open to absorb, the down-to-earth pragmatic spirit, the spirit of sharing the country's worries, and the spirit of forging ahead with courage which are the main connotations of industrial culture <sup>[3]</sup>.

## **3. The Values of International Dissemination of Industrial Culture**

After a long period of exploration and practice, China's industrial culture construction has made substantial progress in recent years. China's industrial culture has entered a new stage of rapid development. The theoretical system has been basically established. The development concept has reached a consensus. The industrial ecology has been formed. The spiritual influence has gradually increased. What's more, the effect of industrial culture enabling to help the construction of a manufacturing power has been continuously apparent. As in the field of education, the value of Chinese industrial culture is mainly reflected in the following aspects. First, it is an effective way to improve talent quality and employment competitiveness. Second, it is an important means to carry forward and inherit excellent industrial culture. Third, it is an effective way to promote the transformation and upgrading of industrial culture as well as its structural optimization.

### **3.1 To help to re-shape the new image of industrial powerhouse and to attract high quality international students**

At present, China's manufacturing industry is in a critical period of transformation from manufacturing giant to manufacturing power. But looking back at the beginning of the reform and opening-up, some enterprises lead to the proliferation of fake and shoddy goods for personal gain,

seriously damaging the brand image of Chinese manufacturing in the world. Even though China's manufacturing industry has undergone tremendous changes in standards and quality in recent years, foreigners still have stereotypes about China's industrial products, and this outdated understanding has hindered the development of the international market. In order to tear off the label affixed to Chinese manufacturing, we not only need to pay more attention to the product, but also to increase the external communication of industrial culture, only the world recognize China from the product concept and values can we re-shape the new image of industrial powerhouse, and then provide the foundation for attracting more and better international students to study in China.

### **3.2 To help to improve the cultivation quality of international students in China**

Due to the Cold War mentality and political prejudice in the Western world, some international students consider the spread of Chinese culture to be a kind of "ideological export", and they are skeptical and even resistant to it. However, the ideas of integrity, quality, innovation and green advocated by industrial culture are the common psychological identity of people all over the world. With industrial culture as the carrier, in the process of telling the story of Chinese industry and displaying industrial products, to expound the value system and moral code of China's new era such as "Craftsmanship Spirit", to introduce the style and features of Chinese people's self-reliance, hard work and dedication, are more easily accepted by international students. Thus, it helps to improve the cultivation quality and efficiency of international education in China.

### **3.3 To help International Graduates Meet the Needs of Employment Positions**

Colleges and universities have shouldered the mission of improving the employment quality of international students in China, and have strived to achieve a close connection between the supply side and the demand side of the international student's cultivation in China. However, most of the current education of international students in China mainly focuses on the imparting of theoretical knowledge, lacks extra-curricular practical teaching, fails to take industrial culture as the theme and core of campus culture, fails to deeply integrate industrial culture into the whole process of education, and fails to integrate industry requirements into professional education and employment education. As a result, it fails to comprehensively improve the ideological quality, cultural quality and professional ethics of international students, resulting in their weak employability, so that international students cannot better serve the needs of the industry and economic society.

## **4. The Transmission Path of Industrial Culture among International Students in Chinese Colleges and Universities**

With the steady progress of the "Study in China 2025" plan, the number of Chinese students studying in China is constantly expanding. However, in this process, the work of international students in China is facing huge problems and challenges in enrollment and cultivation. It mainly includes the lack of brand attraction in enrollment, the lack of connotative construction in international student's cultivation, the lack of pertinence in the employment guidance of international students, and the lack of attention to the ideological and moral education of international students<sup>[4]</sup>. Based on the new era, it is urgent for colleges and universities to think deeply and explore how to improve the quality of international student enrollment and cultivation.

#### **4.1 To strengthen teaching concepts, and integrate industrial culture into brand construction of international education in China**

In the process of industrial development, the industrial culture represented by the spirit of artisans and model workers has gradually emerged. The spread of industrial culture is an important way to re-shape China's industrial power, and it is also a powerful measure for colleges and universities to build strong brands to attract excellent international students to study in China. The dissemination of industrial culture in the new era not only needs new people to inherit industrial culture and promote industrial spirit, but also needs colleges and universities to integrate the sense of responsibility, the sense of competition, the concept of time, and the spirit of innovation in industrial culture into the discipline and professional construction. When they integrate industrial culture into their curriculum and disciplinary construction to create their own professional brands and industry characteristics, they will certainly attract more international students with higher quality to study in China.

#### **4.2 To carry out curriculum reform, and integrate industrial culture into the teaching systems**

Focusing on China's industrial civilization, industrial spirit, industrial history and other related topics, colleges and universities should improve the major setting-up, curriculum system, textbook construction, practical teaching and other elements, so that they can develop and perfect the relevant courses. As to the curriculum outlines of Introduction to China and Chinese Culture for international students, colleges and universities should include more industrial cultural factors. Besides, colleges and universities should compile and translate industrial culture related books, teaching materials as well as some text books. Moreover, colleges and universities should also make supporting multi-language online open courses to provide strong support for the dissemination and promotion of industrial culture and the improvement of the cultivation quality of international students in China.

#### **4.3 To strengthen industrial characteristics, and integrate industrial culture into employment guidance services**

Colleges and universities are closely connected with economy and society, and the employability of international students is one of their focuses. In the process of employment guidance services for international students, colleges and universities should specify clear planning and guidance, and should integrate industrial culture into the services, so that international students can fully understand the urgent needs of Chinese industries as well as that of the industries in their own countries, which will help them pinpoint their employment directions and fields in advance. By doing this, on the one hand, it is beneficial to strengthen the supply-demand relationship between universities and employers, and on the other hand, it helps to improve the employment quality of international students in China.

#### **4.4 To attach importance to cultural adaptation, and integrate industrial culture into ideological and moral education**

Some studies have pointed out that there are still some problems in the ideological education of international students in colleges and universities, which are mainly reflected in the following aspects, such as the lack of attention to ideological and moral education, the lack of pertinency of educational content, the lack of innovation in educational methods and the lack of educational management<sup>[5]</sup>. Virtue has high educational value. In ideological and political education for international students, it is necessary to promote in-depth cultural exchanges with international students, especially to enhance the export of Chinese industrial culture, constantly to enhance their cross-cultural understanding and

communication ability, and to enhance the situational compound experience of international students in the process of industrial culture education, so that the international students can feel the connotation and charm of China as an industrial power. In this way, while gradually accepting Chinese industrial culture, international students can truly recognize the ethics and sentiments contained in Chinese industrial culture from the bottom of their hearts, so as to better adapt to the education mode of Chinese colleges and universities and achieve the goals of education <sup>[6]</sup>.

## Acknowledgement

### Fund Projects:

1) Research Program of Sichuan International Education Development Research Center “Study on International Enrollment and Management System of Local Application-oriented Colleges and Universities in China” (SCGJ2021-28).

2) Research Program of College of Traditional Chinese Culture of Chengdu Technological University “Research on the Cultivation of International Students from Countries along the Belt and Road” (ZHY202222).

3) Research Center for Reform and Development of Newly-established Colleges and Universities “An Analysis on the Internationalization Path of Talents Cultivation between Two Campuses of Local Application-oriented Universities” (XJYX2022B12).

## References

- [1] Liping J., Zhen Z. (2023). *Two Decades of Talent Cultivation for International Students in China: Review and Prospect*. *Journal of Tianjin Normal University (Social Sciences)*, 2023(1): 31-37.
- [2] Xuetong Z. (2013). *The Heritage and Innovation of Industrial Culture: The Cultural Mission of Vocational Colleges*. *China Higher Education Research*, 2013(9):103-106.
- [3] Xinhao Z., Zhenliang W., Shili W. (2005). *Initial Exploration into Tangshan Industrial Culture*. *Journal of Tangshan College*, 18(2): 3-7.
- [4] Weihua C., Haibin Z. (2020). *Opportunities, Challenges and Thinking on International Postgraduate Education Development in China for the New Era*. *Journal of Graduate Education*, 2020(2):27-33.
- [5] Ting W. (2021) *Carrying out ideological and political work of international students in China with the help of excellent traditional Chinese culture*. *Teaching Reference of Middle School Politics*. 2021, 838(46):84.
- [6] Guo Z. (2015). *Study on Ideological and Political Education Strategies of International Students in Universities*. *Education Exploration*. 2015, 285(03):115-117.