

Study on the Path of "Telling Chinese Stories Well" for English Majors under the Threshold of New Media

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Abstract: Telling the Chinese story well" has been an important task of the Chinese Communist Party, and is of great value in presenting a true, three-dimensional and comprehensive China and improving the country's cultural soft power. In the new era, the combination of "telling Chinese story well" and English majors can help guide college students to deeply understand cultural confidence, improve cross-cultural communication skills and pass on and promote Chinese culture. The rapid development of new media has brought unprecedented challenges and opportunities for English majors in universities. The initiative to integrate "telling the Chinese story well" with English majors has a profound value in the new media perspective. This initiative has rich value implications.

Keywords: University students, English majors, Chinese story, New media.

1. Introduction

In the report of the 20th Party Congress, Xi Jinping proposed to "accelerate the construction of a Chinese discourse and Chinese narrative system, tell a good Chinese story, spread a good Chinese voice, and present a credible, lovable and respectable image of China[1]. " All along, "telling Chinese story well" has been an important strategic measure for the Party to do a good job in ideology and propaganda work, to improve China's cultural soft power and international communication ability, and to achieve the great rejuvenation of the Chinese nation[2]. As a strong position to uphold the leadership of the Party, colleges and universities are responsible for educating people for the Party and nurturing talent for the country. English majors are an important force in bringing China's story to the world stage. Cultivating the cultural confidence of English majors and improving the international cultural communication ability of English majors are the key tasks of college education. At present, English education in colleges and universities is in the construction stage. Integrating Chinese stories into college education can help promote the reform of college education and teaching, make full use of college resources, and shape a new generation of successors who will spread Chinese stories and shape the image of China in the new era.

New media is a product of the constant innovation and development of information technology, and plays a huge role in every aspect of people's lives. As a major group of Internet users, students have been greatly influenced. In recent years, domestic research on the path of telling Chinese stories has been on the rise, but not much attention has been paid to the use of new media perspectives, and there are more studies related to English majors. Thus, it is of theoretical and practical significance to explore the paths of English majors to tell the Chinese story well under the new media perspective.

2. The Necessity of English Majors To Tell Chinese Story Well

2.1. Chinese Stories Must be Passed on

A story, as the result of a narrative or narrative act of an

individual or group of human beings, is a form of recording the events that occur in human life and their processes. Moreover, the Chinese story is a vision of cross-cultural communication in the process of China's integration into the globalised system and its quest for media public diplomacy. Its many different story samples have been produced around the shared experiences and emotions of the Chinese people[3] and can be expressed in myths and legends, biographies, music and drama, film, dance, poetry, painting and other forms of recording the various events in the common life of the Chinese people and their processes. As China moves deeper into globalisation, it is important to explore national narrative models and at the same time learn to decentralise the task of narrative, to realise the self-narrative of specific groups, to represent the image of China with a certain purpose and awareness, to pass on old and new Chinese stories, to use Chinese thinking, to collate and excavate in an authentic and complete way, and to make the "Chinese story" truly transcend The story itself is given a connotation of the Chinese story in the new era.

2.2. National Strategic Development Must be Communicated

As China moves closer to the centre of the world stage in the midst of a century of unprecedented change, international communication is also under unprecedented pressure. Xi Jinping, General Secretary of the CPC Central Committee, stressed during a study session that it was necessary to deeply understand the importance and necessity of strengthening and improving international communication under the new situation, to make great efforts to strengthen international communication capacity, to form an international discourse that matches China's comprehensive national power and international status, to create a favourable external public opinion environment for China's reform, development and stability, and to make positive contributions to promoting the building of a community of human destiny[4]. It is thus clear that "telling a good 'China story'" means helping China to build a good international image by outputting Chinese culture to the world and showing the real China. This is not only an important theoretical new of the Party's propaganda

and ideological work, a requirement for building a strong socialist cultural state, but also a strategic development need for China to fight for the right to speak in the international arena.

2.3. English Majors in Universities Must be in the Responsibility

English majors have their own special characteristics, both language learning and cultural communication, cultivating English professionals with solid basic English skills, strong intercultural ability, solid English professional knowledge and necessary related professional knowledge, able to adapt to the needs of national and local economic construction and social development, proficient in using English to engage in foreign-related industries, English education and teaching, academic research and other related work and complex Foreign language talents[5]. According to the data, English majors have a wide range of employment opportunities, especially in education. The Party Central Committee has insisted on making education a major national and Party plan, making the major decision to accelerate the modernisation of education and build a strong education country, promoting historic achievements and pattern changes in education in the new era[6]. This requires highly effective English majors, as future practitioners in the education industry, to have both basic general language skills and sufficient Chinese cultural background, so as to combine the English language with Chinese culture, reflect their identification with Chinese culture, demonstrate the Chinese nation's cultural genes of self-improvement since ancient times, and present the image of China to the world.

It is clear that by telling the Chinese story, students of English in universities will not only be able to pass on and enrich the connotation of the Chinese story and support the strategic development of the country, but will also be able to innovate the Chinese story under the leadership of the young forces represented by the students. This will not only enable the inheritance and enrichment of the Chinese story, but also support the strategic development of the country, and at the same time enable the innovation of the Chinese story, led by the young forces represented by university students, and inject new vitality into the Chinese story, so that the inheritance of the Chinese story can be coordinated with the international communication of China, and better play the leading role of advanced culture in cultural communication.

3. The Triple Dilemma of Telling Chinese Stories by English Majors

3.1. “Telling Chinese Stories” in the New Media Context

In January 2022, the State Council issued the "Fourteenth Five-Year Plan" for the development of the digital economy, and in March 2022, Premier Li Keqiang put forward the national construction layout of the digital economy in the "Government Work Report", which means that the construction of digital information has been elevated to a national strategic discourse, and its influence is felt in all areas of China's society. all areas of society. "One of the essentials of the digital age is the decontextualisation of people, information, media and society"[7] and the Chinese story is no exception. With the intervention of new information media, Chinese stories have undergone modern cultural selection and reproduction, and the social roles of the

subjects involved in their stories have been constantly reconstructed, and Chinese stories have encountered a re-examination and development dilemma in the modern information society. On the other hand, with the rise of new media such as the Internet, mediated narratives have become mainstream, and the previous grand narrative approach of pursuing the 'good' to the detriment of the 'beauty' and 'truth' is unable to. The previous grand narrative approach of pursuing "goodness" at the expense of "beauty" and "truth" cannot meet the needs of international communication of Chinese stories[8]. We also need to grasp the opportunities of new media platforms, use them boldly, adopt more open cultural communication strategies, enhance the richness, elasticity and flexibility of China's stories, and strengthen the "invisible" communication of China's stories [9] in order to effectively communicate China's stories.

3.2. English Majors under the Impact of Western Civilization

As part of the national education system, English majors are directly and profoundly influenced by the English language model of the church, which is basically aimed at learning and absorbing British and American culture[10]. English majors are even more influenced by Western culture, and inevitably become detached from Chinese culture, lacking conceptual heritage and perception of the "Chinese story" and "telling the 'Chinese story' well". So they are lack of awareness and understanding. On the other hand, the forward-looking conceptual Western thinking also has a certain impact on English majors in universities, making it difficult for them to stand in the perspective of Chinese culture, use the ancient Chinese elephant thinking[11], combine different discourse contexts, grasp the core of the Chinese story, spread the Chinese story and present the Chinese voice.

3.3. English Education in Colleges and Universities in Today's Situation

Up to now, English education in colleges and universities in China has the problem of "triple and triple light"[12]. Firstly, the emphasis is on foreign countries, but not on local. Nowadays, English majors teach Western culture in one way and lack the necessary attention to Chinese stories. Secondly, the emphasis is on language, but not on skills. The assessment criteria in colleges and universities place too much emphasis on instrumental skills practice and lack sufficient attention to the importance of cultural integration between Chinese and foreign cultures and the transformation of discourse styles. Thirdly, the emphasis is on marks rather than practice. Higher education is still based on the traditional assessment system, which focuses on marks as a measure of ability, and students are not sufficiently motivated by assessment. This shows that the environment for effective English education needs to be strengthened.

4. The Practical Path for English Majors to Tell the “Chinese Story Well”

4.1. Taking Risks- Integration and Innovation

First, strengthen the interaction and integration of new media and traditional media. The new media has a wide coverage area, fast communication speed and good

interactivity, which are incomparable to other media, while the traditional media is superior to the new media in terms of authority established by its standardized management mechanism and the training and reserve of professional talents. This requires the interaction and integration of traditional media with new media, relying on traditional media to improve the story structure and enhance the credibility of the story; at the same time, new media can broaden the channels and channels of communication, realise the diversity of information distribution channels and enhance the readability of the story, so as to expand the coverage and influence of the story. At the same time, through new media, we can broaden the channels and channels of communication, realize the diversity of information distribution channels and enhance the readability of the stories, so as to expand the coverage and influence of the stories, combine the excellent Chinese traditional culture with foreign culture, expand the coverage of the dissemination of traditional culture and enhance the breadth and depth of the dissemination of excellent traditional culture.

Secondly, innovative "experiential" communication for English majors in universities. "The Chinese story has an obvious humanistic connotation and a significant cultural orientation, while the English majors have a special international perspective and obvious practical characteristics. It can be seen that by integrating Chinese stories into the vision of English majors, the advantages of both can be brought into full play, achieving the goal of "1+1>2". To this end, it is possible to try "experiential communication", i.e. to pay attention to the audience's emotional, sensory and behavioural needs in the process of information dissemination, and to use different media to interact with each other, so as to reduce the obstacles in the process of dissemination and maximise the achievement of the desired goal. At the same time, this relaxed and enjoyable form of experience can also fully mobilize students' independent learning enthusiasm and achieve good communication effects.

4.2. Breaking the Dilemma- Unity of Knowledge and Action

Firstly, to understand the "Chinese story" from all angles. The "Chinese story" is made up of countless unique stories and is the crystallization of the wisdom of the Chinese people of all races. In order to "tell it well", we must "make sense of it", not only to understand the historical and real developments, but also to tell the vision of today and the future. As English majors, they are not only required to be broad-minded in their pursuit of cultural breadth; they are also required to be deep in their research and dig into cultural depth. They should understand the story from a Chinese perspective with their Chinese youth identity in hand, and interpret the story from an international perspective by relying on their English background.

Secondly, the mission of storytelling should be practised on multiple levels. On the basis of a full understanding and awareness of the "Chinese story", university students majoring in English should be fully engaged in the practical process of narration, seizing the opportunity of cultural pluralism and truly enhancing their inherent cross-cultural and cross-linguistic expression skills in practice. In the process of narration, they should not only take into account Chinese culture, but also foreign culture; they should take into account Chinese characteristics, faithfully and completely reflect the original meaning, but also adapt to the English

expression habits, combine with the Western cultural background, fully mobilise the audience's emotional resonance, tell the "Chinese story" and speak with "international care". The "international care".

4.3. Solving Problems- Reforming the Old and Bringing in the New

Firstly, we need to change the teaching materials to become the language of many. The English textbook is the main carrier of the "Chinese story" and the basis for the implementation of English teaching in universities. Cultivating English majors who can "tell the Chinese story well" requires English textbooks to incorporate elements of traditional Chinese culture, reflect the national communication requirements of the new era, serve the needs of higher education reform and talent training, and reflect the accumulated knowledge and innovations of human culture. The curriculum should be organised in such a way as to strengthen the links between units and modules, incorporate the main lines of the Chinese story, and enhance the practical guidance value of the teaching materials.

Secondly, improve teachers' quality and innovate teaching models. President Xi Jinping proposed that "teachers carry the heavy responsibility of spreading knowledge, ideas and truth, shaping souls, lives and new people of the times". Therefore, English education in colleges and universities must be student-centred and give full play to the leading role of teachers, so as to unify teacher-led and student-led education. This requires teachers to enhance their own cultural literacy and knowledge of Chinese culture. They must further recognise the importance of "telling the Chinese story", strengthen their knowledge of Chinese language and culture, and draw spiritual nourishment from the "Chinese story". We should also continue to improve our knowledge and structure so that we can become an inexhaustible source of Chinese cultural nourishment for our students.

Thirdly, we will innovate the teaching and learning evaluation system and promote the reform of education and teaching. Evaluation indicators, evaluation methods and evaluation effects are the baton of English teaching in colleges and universities, and have a directional effect on the content and methods of teaching in colleges and universities. Accordingly, we should incorporate the "Chinese story" into the evaluation system, pay full attention to the integration of theory and practice, combine the process assessment with the final assessment, combine theoretical learning with practical training, and increase students' learning effect and the evaluation effect of the teaching process. When promoting the reform of education and teaching, students should be put at the centre of the process, mobilise their initiative, guide them to appreciate Chinese culture, and cultivate complex talents who can tell the "Chinese story" in English to the international community.

5. Conclusion

In the report of the 20th Party Congress, General Secretary Xi Jinping pointed out the need to enhance the influence of Chinese civilization, adhere to the Chinese cultural stance, tell the "Chinese story" and spread the Chinese voice, present a credible, lovely and respectable image of China, and promote Chinese culture to the world. As important tellers of the "China story" and disseminators of the Chinese voice, English majors have the emotional source and power to "tell a good

"China story"". As the source of emotion, strength and realization of the 'Chinese story', students should take up a more important mission. In the context of the new media and the evolving international communication landscape, telling the "China story" requires not only that English majors in universities improve their own abilities, but also that education and teaching keep pace with reality, present a three-dimensional and colourful China in the field of international communication, let the world know a three-dimensional and colourful China, and show China as a This will create a favourable external environment for China's development, promote the building of a community of human destiny and contribute to the spread of Chinese culture among young people.

This paper is of value both in terms of theoretical research and practical application. In terms of theoretical research, the current study on "telling the 'China story'", "English students in universities" and "new media "There are still relatively few concrete and effective proposals for the establishment of relevant systems. This paper combines the three, which is a novel research direction; in terms of practical application, this paper explores the improvement and perfection paths for college students, college teachers and the college education and teaching system based on the current situation of college English majors telling "Chinese stories", which has certain reference value. Overall, this paper is of great value as it combines innovative features and practical discussions.

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