

Research on Strengthening the Cultivation of International Communication Skills in Foreign Language Institutions in the Context of the New Era

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Abstract: Foreign language colleges and universities and the main component of vocational education are mainly responsible for delivering compound foreign language talents to the society. In order to improve the effect of cross-international communication in foreign language colleges and universities, the research on strengthening the cultivation of international communication ability in foreign language colleges and universities in the context of the new era is now proposed. Firstly, the theory of international communication is analyzed from the angles of broad and narrow sense respectively, then the current situation of international communication work carried out by foreign language colleges is analyzed, and the feasibility of communication work is discussed in detail. Finally, it analyzes the paths for foreign language institutions to strengthen the cultivation of international communication competence, including strengthening language competence training and cultural awareness education, improving the level of teaching skills as well as enhancing leadership ability, and strengthening exchanges and cooperation with international educational institutions. The aim is to cultivate composite and multidimensional international communication talents and improve the cross-international influence of foreign language colleges and universities.

Keywords: new era; foreign language institutions; international communication; competence development

1. Introduction

Due to the differences in subjects and paths, international communication can be categorized into different fields, and thus give rise to different concepts. International communication in the narrow sense refers to the "exchange of meaning across national borders" at the political level carried out by political parties and governments through specialized communication agencies, which is an official, macro international communication with a specific purpose, mainly through diplomacy and foreign propaganda, and is an official political act. From another point of view, international communication in the broad sense extends the target of communication to "social groups outside the government, commercial companies, non-governmental organizations, international organizations, individuals and other communication subjects". From the macro to the micro level, from the official to the private sector, a variety of modes of mass communication have emerged. Different industry sectors in society, such as finance, science and technology, and transportation, rely on their own development strengths to carry out international cooperation, which is the industry window of international communication capacity^[1]. The international communication capacity can also be realized in the positive image shown by individual citizens. Each individual citizen, in various forms of international communication, is the most tangible and vivid business card of the national image, and all of them build the image of Chinese nationals. This international communication ability of individual citizens mainly depends on the improvement of the quality of citizenship, so the construction of vocational schools is particularly important for the improvement of international communication ability. It can be said that improving the quality of education and expanding its coverage and influence is a long-term and stable initiative to enhance international communication capacity^[2]. International communication ability is a necessary condition for higher vocational schools to cultivate complex and comprehensive talents, and the demand for this ability applies not only to foreign language colleges, but also to all higher vocational colleges and universities^[3]. Higher education is directly facing the social demand for talents, shouldering the responsibility of cultivating knowledge elites for all sectors of the society and serving the economic and social construction and national development strategy. How colleges and universities

can contribute to the construction of China's international communication capacity requires us to take the initiative. From one point of view, it is to do a good job of supplying knowledge and launching academic achievements, "focusing on the Chinese spirit, Chinese values, Chinese power, and conducting in-depth research from multiple perspectives, such as politics, economy, culture, society, ecological civilization, etc., so as to provide theoretical support for the development of international communication work", and to make contributions to the construction of China's discourse system; and From another point of view, it is to cultivate talents with a sense of family and country and international communication ability, so as to provide talents for the construction of the country's international communication ability. Different disciplines and specialties have the requirement of cultivating international communication ability, but their connotations and focuses are different^[4]. What are the dimensions of the contribution of foreign language majors to international communication capacity building? What are the distinguishing features and connotations of international communication competence that talents trained in foreign languages should possess? What is the effective way to cultivate international communication competence? In this regard, this paper researches the strategies to strengthen the cultivation of international communication ability in foreign language colleges and universities in the context of the new era, aiming to meet the cultivation requirements of college and university talents and improve the international communication ability of foreign language colleges and universities^[5].

2. Definition of concepts

2.1 Overview of international communication theory

International communication skills refer to the ability to exchange information, communicate opinions, understand cultures and transmit values smoothly and effectively in cross-cultural and cross-border interactions. With strong international communication skills, we can avoid misunderstanding and conflict, promote cooperation and understanding, and improve the efficiency and quality of work in cross-cultural communication^[6]. As the main bearers of foreign language teaching, foreign language teachers in vocational colleges and universities must have strong international communication skills in order to better teach language knowledge and improve students' language proficiency and cross-cultural awareness. The international communication power of foreign language teachers in vocational colleges and universities mainly includes language proficiency, cultural awareness, teaching skills and leadership ability. The specific connotations of international communication theory and its application areas are shown in the following table^[7].

Table 1: Theories and Applications of International Communication

Concepts	International Communication Theory
Connotation	A multidimensional and complex concept that originated in Western countries, with the main theoretical sources being communication, journalism and international relations. international relations.
Fields of application	Traditional modes of international communication are gradually being transformed by today's international landscape, technological and economic changes. The international community is also concerned with the need to ensure that the international community has the right to participate in all aspects of communication.
Specific dimensions of communication competence	top-level design
	Practices
	ideas+

The concept of international communication was pioneered by Western scholars, usually classifying all communication across national boundaries as international communication and encompassing subjects such as individuals, groups and nations and any form of information exchange, and its focus is often on issues related to international communication, such as international information flows, international public opinion, and the interaction of international communication with international politics, economics and culture^[8].

There are broad and narrow definitions of international communication, and different understandings of the concept of international communication are directly related to the study and

formulation of international communication capacity-building systems and development strategies. International communication in the broad sense includes all forms of communication across national borders and various forms of communication, the former such as news communication, film and television communication, network communication, etc., and the latter such as interpersonal communication, organizational communication, mass communication, etc., which emerged with the creation of nations. International communication in the narrow sense refers to communication between countries, with the state and society as the basic unit and mass communication as the backbone^[9].

According to communication scholar Maulana, international communication involves the transmission of values, attitudes, opinions and messages between two countries, two cultures or multiple countries and cultures through individuals, groups, governments and technologies. McLuhan (McLuhan 1994), the founder of modern communication theory, pointed out that the medium is the message, and that the delivery mechanism of the content is the key to the way in which the content is received and interpreted, and that the delivery mechanism of the content is much more important than the content itself. Communication is not just reporting, it is speaking, involving discourse and narrative^[10].

The practice of international communication in the modern sense is reflected in the export of American cinema and the emergence of international broadcasting in the late nineteenth and early twentieth centuries. Before 1980, international communication had an impact mainly in the field of international politics. In the 1980s and 1990s, with the involvement of transnational media and the trend towards globalization of information dissemination, international communication has played an increasingly important role in the political, economic, cultural and military spheres, and the scope and intensity of its influence has been expanding.

3. The Current Situation and Feasibility of Strengthening International Communication in Foreign Language Institutions in the Context of the New Era

At present, the Ministry of Education has launched the construction of "New Liberal Arts", seeking new breakthroughs in the field of humanities and social sciences, as well as the cross, integration, penetration or expansion of disciplines, breaking down professional barriers, and promoting the all-round development of talents. Foreign language and international communication have a natural connection: language is the medium of communication, which determines the effect of communication; language is the carrier of culture, which itself can also become the content of communication^[11]. At the same time, colleges and universities should take the initiative to adapt to the development of science and technology and industrial changes, adhere to the development of diversification and specialization, and strengthen the cultivation of innovative, application-oriented and skill-oriented talents. Therefore, "foreign language + international communication" is in line with the development of the times and the needs of talent cultivation, as well as the research of similar professional clusters.

As the State attaches importance to the cause of international communication, the research on training international communication talents is on the rise. Some scholars have introduced the characteristics of professional training in international communication powerhouses and the implications for the training of international communication talents in China. Some scholars have summarized the problems of international communication training in China, pointing out that there are problems such as the lack of clear professional settings, the lack of clear training objectives, and the insufficient combination of theory and practice in China. There are also many experts who believe that in the context of the rapid development and integration of digital media and mobile media, it is quite urgent to cultivate outward-looking and compound international communication talents^[12].

However, through research and analysis, it is found that the international communication ability of foreign language talents in China is relatively weak. Judging from the personnel training programs on the official websites of major foreign language institutions, China's current foreign language education has not been able to fully keep up with the changes in the international situation and the needs of the national development strategy, the needs for the training of foreign language personnel at different levels and with different characteristics are not clear enough, and the awareness of each university on the cultivation of foreign language personnel's international communication ability has yet to be improved. In addition to the above limitations, from the viewpoint of the overall specialized curriculum of foreign language institutions, the teaching of foreign language majors has continued the previous mode of mainly understanding and learning about foreign countries, with very few courses related to Chinese literature and culture, and the vast majority of the teaching materials are selected from foreign

literature, culture or science and technology, etc.^[13]. The teaching practice of "Telling China's Stories and Disseminating China's Voices. The teaching practice of "telling Chinese stories and spreading Chinese voices" is still under exploration. As for the mode of teaching, there is still much room for development in the use of catechism, micro-courses and open courses, etc., and the hybrid teaching mode of online plus offline is still in its infancy, and the use of various technological equipment is still in the groping stage, thus there are still many deficiencies in guiding the students to strengthen the building of international communication capacity^[14].

4. Exploring the Path to Strengthening International Communication Capabilities in Foreign Language Colleges and Universities

4.1 Strengthening language proficiency training and cultural awareness education

To address the deficiencies of foreign language teachers in vocational colleges and universities in terms of language competence, training in language competence should be strengthened, including phonological intonation, grammatical accuracy and language fluency. The language ability of foreign language teachers in vocational colleges and universities can be improved by attending language training courses, language exchanges and simulation practice. To address the shortcomings of foreign language teachers in vocational colleges and universities in terms of cultural awareness, education and training in cultural awareness should be strengthened, including aspects such as differences and similarities between different cultures, transmission and understanding of cultural values. The cultural awareness and cultural adaptability of foreign language teachers in vocational colleges and universities can be enhanced by encouraging them to study courses related to Chinese and foreign languages and international cultural exchanges, cross-cultural communication courses, organizing Chinese and foreign cultural activities and participating in cultural exchanges. In addition, the intercultural communication ability of foreign language teachers in vocational colleges and universities should be enhanced. Only with good intercultural communication skills can foreign language teachers in vocational colleges and universities fully reflect the characteristics and charms of China's culture in the process of teaching and communication, effectively improve the power of international communication, and enhance the cultural appeal of China^[15].

4.2 Improvement of teaching skills and leadership capacity

In response to the deficiencies of foreign language teachers in vocational colleges and universities in terms of teaching skills, efforts should be made to improve their level of teaching skills, including teaching design, teaching evaluation and teaching feedback. Foreign language teachers can learn advanced teaching skills by helping outstanding foreign language teachers to go abroad for further training, participating in international education and teaching teacher training, observing teaching courses and exchanging seminars in outstanding institutions and international educational organizations. In view of the insufficiency of leadership ability of foreign language teachers in vocational colleges and universities, foreign language teachers in vocational colleges and universities should be encouraged to actively participate in relevant trainings, so as to practically improve the leadership ability of foreign language teachers, including the ability to organize classroom activities, the ability to coordinate and the ability to manage the classroom, and so on. Professional international education and communication teaching teams should be actively formed, and teaching modes conducive to cultural exchanges and dissemination should be adopted, such as the Chinese-foreign dual-teacher cooperative teaching mode.

4.3 Strengthening exchanges and cooperation with international educational institutions

Vocational colleges and universities should strengthen cooperation with international educational institutions and introduce high-quality international educational resources and advanced educational concepts and teaching methods. Strengthening exchanges and cooperation with international educational institutions is also an important measure to enhance the international communication power of foreign language teachers in vocational colleges and universities. Vocational colleges and universities should actively cooperate with international educational institutions in depth, encourage foreign language teachers to participate in international educational cooperation and exchange activities, and make efforts to expand the international vision of foreign language teachers and increase the international exchange opportunities for foreign language teachers. International cooperation and

exchange is an important part of cross-cultural communication in vocational colleges and universities, and in-depth international cooperation programs can greatly promote the internationalization of vocational colleges and universities and enhance their international influence. Through cross-regional exchanges and cooperation, vocational colleges and universities can promote cultural exchanges, faculty interoperability and talent integration, which can comprehensively improve the quality of education and teaching. In international cooperation and exchanges, vocational colleges and universities constantly explore and practice the forms and contents of in-depth cooperation, absorb advanced teaching concepts, train and exercise internationalized teaching staff, enhance the strength of vocational colleges and universities to run schools and cultivate talents with an international vision and innovation ability through international distance education and international joint cultivation. In addition, vocational colleges and universities actively build high-quality international education resources, which is also an important path to enhance the international communication power of foreign language teachers in vocational colleges and universities. Vocational colleges and universities should actively equip the software and hardware facilities required for foreign language teaching, and provide teachers with high-quality educational hardware; at the same time, vocational colleges and universities should also improve the teacher training program and training system to comprehensively improve the teaching quality of foreign language teachers.

5. Conclusion

International communication ability is an important ability for foreign language teachers in vocational colleges and universities, who can effectively carry out international communication and cultural dissemination with international communication ability. Through the research on the international communication ability of foreign language teachers in vocational colleges and universities, it is found that foreign language teachers in vocational colleges and universities on the whole have high levels of language proficiency, cultural awareness and teaching skills, but their leadership ability still needs to be strengthened. Therefore, strengthening language proficiency training, cultural awareness education, teaching skills learning and leadership development are important paths to enhance the international communication power of foreign language teachers in vocational colleges and universities.

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