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主编 李晓琪



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电子信箱: fd@pup. pku. edu. cn

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Global Mandarin: Promoting Chinese Language and Culture in an Age of Globalization

B. Kumaravadivelu

I'm very pleased to participate in this symposium, and I thank the Dean and the faculty of the School of Teaching Chinese as a Second Language for giving me this opportunity. I wish to use it to share with you some of my thoughts on promoting Chinese language and culture in an age of globalization.

As you all know, globalization is a vast subject that spans many disciplines in humanities and social sciences. To put it in a nutshell, globalization is the hallmark of our times. It is a dominant and driving force that is shaping a creative and chaotic form of interconnections among nations, economies, cultures, and peoples. Economic and cultural lives of people everywhere are intensely and instantly linked for better or for worse. We are all a microscopic mesh in a global web. The information revolution marked by Internetization is accelerating the processes of both economic and cultural globalization.

But, globalization is nothing new to China. I don't need to tell this learned audience how China forged intercontinental connections during the first millennium through what's called the Silk Road. Even in those days, trade and commerce flourished across national borders. China continues this tradition with deeper interest and greater intensity. Undoubtedly, China is now a central player in economic globalization; its economy is well integrated with global economy. It is the world's largest exporter and

^{*} This speech was set forth at the 4th International Symposium on Teaching Chinese as a Second Language for Young Scholars, Peking University, Beijing, June 30, 2012.

manufacturer. It is now the second largest economy in the world and is expected to be the largest in the year 2030. According to a recent report from the Chinese Ministry of Commerce, about 20,000 Chinese enterprises are currently operating in over 178 countries; with investment projected to reach US \$150 billion by the year 2015. Global use of Yuan for direct currency trading is increasing. Only two weeks ago, China and Japan signed an agreement and accelerated this process.

We see a parallel achievement in the field of science and technology as well. China has planned to move from a manufacture-based economy to knowledge-based economy. This shifting priority is clear recognition that scientific innovation is crucial to expand China's global reach. A watchword here is "innovation." In a speech last Fall at Tsinghua University, President Hu Jintao invoked the word "innovation" 35 times. Yes, just in one speech. Consistent with this emphasis, annual Research and Development (R & D) spending is steadily increasing, and is expected to exceed that of the U. S. by the year 2023.

China's economic and scientific achievements are indeed impressive and commendable. However, they do not easily translate into genuine cultural appeal for non-Chinese people around the world. In the realm of cultural dissemination, China is faced with a much greater challenge. And that is: how to transfer the economic capital into a cultural capital that is recognized and respected at the global level? In order to address that challenge, it is necessary to understand the complex landscape of cultural globalization.

In our globalized and globalizing world, culture flows across the world without any respect for national borders. We are all in close cultural contact with one another more than ever before. Cultural images from far off lands flashed across small screens in our living rooms and big screens in multiplex cinemas have made the world "a global neighborhood." Foreign cultures are no longer as foreign as they used to be. Local communities are no longer cultural islands unto themselves. People now have a greater chance of knowing about others' way of life-the good, the bad and the ugly.

In this global cultural diffusion, some people see a threat to local linguistic, cultural and religious identities. In response, several nations and communities are accelerating their efforts to preserve, protect & promote local identities. But at the same time, they also recognize an imperative need, and develop a genuine desire, to expand their cultural horizon without

necessarily losing their core cultural values. This, in part, is what I have called cultural realism (Kumaravadivelu 2008).

There are clear indications that China recognizes the importance of culture and cultural complexity. There has recently been a distinct cultural turn in China's affairs, both internal and external. A communiqué issued by the Communist Party's Central Committee in the year 2010 declared: "More and more, culture is becoming a fount of national cohesiveness and creativity. More and more, culture is becoming an important element of comprehensive national strength and competitiveness." Three years earlier, in 2007, at the 17th National Congress of the Communist Party of China, President Hu Jintao emphasized the need for increasing China's soft power through cultural enhancement.

Clearly, the use of soft power is having a positive impact in the global arena. A recent report from E & Y's Rapid Growth Market Soft Power Index shows that China has topped a key economic index that measures the global effects delivered by a country's soft power (China Daily June 19, 2012). According to this Index, several factors contributed to this achievement. They include Chinese multinational corporations, its increasing global investment, its high-ranking Universities (including Beida), and its expanding tourism. We also know how the world admired the success of the 2008 Beijing Summer Olympics, the 2010 Shanghai World Expo, and the manned space mission which successfully concluded just yesterday.

In order to project China's soft power, the teaching of Chinese to Speakers of Other Languages has been identified as a major source. The Ministry of Culture has been treating it as a matter "of strategic significance ..." to "enhance friendship and mutual understanding" between China and other nations, and to "elevate China's influence in the international community."

In this context, Confucius Institutes have become a symbol as well as a vehicle. Their stated goal is not merely to promote Chinese language and culture, but also to "contribute to cooperating in developing multiculturalism and working together to build a harmonious world" (Hanban). There has been a dramatic increase in the number of these institutes: from 10 in 2005 to 350 in 2011. And, according to Vice Minister of Education Hao Ping, the number is expected to reach the 500 mark in 2015. Remarkable indeed. The proliferation of these institutes is a clear testimony both to China's commitment to expand its cultural presence, and to the world's desire to learn more about China.

In understanding the popularity of Confucius Institutes, it is important to keep in mind that most learners abroad are inclined to see Mandarin as a communicational tool rather than as a cultural carrier. Their interest in Chinese language knowledge appears to be limited to the ability to communicate with the Chinese business community, or to live, study, and work in China. Their main motivation is to benefit from Chinese economic expansion. Their interest in Chinese cultural knowledge is focused on cultural awareness, rather than cultural assimilation or cultural accommodation. However, since languages and cultures are closely linked, Chinese language education puts Chinese culture in a stronger global position, with greater chances for disseminating Chinese cultural profile.

Keeping all this in mind, I wish to present for your consideration a proposition. It is very simple and straightforward. And, that is: the Teaching of Chinese to Speakers of Other Languages cannot be insulated and isolated from the forces of cultural globalization, and that it has to respond systematically and sensitively to the challenges and opportunities it has been presented with.

This proposition demands that we move away from a long prevailing view about the cultural aspect of teaching a second or a foreign language. We have all along focused on the cultural beliefs and practices of the target language community. The goal, of course, was to facilitate some degree of cultural assimilation. That is, learners should be able to adopt some of the cultural beliefs and practices of the native speakers of the language they wish to learn. This approach assumed that learners would come to us with the motivation to integrate culturally with the target language community. Clearly, this approach is too narrow and outdated for our globalized and globalizing world where most of our learners would like to stick to their cultural roots while at the same time willing to expand their cultural horizon.

If my proposition is taken seriously, then, teachers of a second or a foreign language have the responsibility to help their learners not only to learn their second/foreign language and culture, but also help them to recognize multiple cultural perspectives, develop global cultural consciousness, and strive to become global citizens. A logical question that

arises is: what are the basic principles that should inform our classroom teaching? Let me venture to make a few suggestions with particular reference to the teaching of Chinese to Speakers of Other Languages.

First, make it global. That is, use the Chinese language to talk about Chinese culture as well as global cultural flows. You can draw a useful lesson from English as a global language. As I've written elsewhere, "English, in its role as a global language, creates, reflects and spreads the import and imagery of the global flows" (Kumaravadivelu 2006:1). I believe Mandarin has to do the same if its long-term goal is to achieve global recognition and global status.

Second, go beyond stereotypes. Move from the superficial to the substantial. If you surf the Confucius Institute website, you'll find a link to: "Essence of Chinese culture." What do you find there? References to Food, Festivals, Kung Fu, Art, Literature, Medicine, etc. There are bits and pieces of information about these subjects. They are necessary but not sufficient. 5,000 years of impressive and complex cultural heritage cannot be and should not be reduced to static products and stale facts that are collected, codified, objectified, and presented in the form of discrete and disconnected items. Such an approach can only create and sustain stereotypes. I believe you should focus more on cultural values than on food and festivals. Remember this: shared values, not shared food, that lead to genuine cultural affiliation.

Third, a basic requirement to avoid stereotypes about other cultures is to have an open mind that is willing and able to learn from other cultures, not just about them. Learning some cultural tidbits such as food and festival may lead to cultural literacy. But it is only learning from other cultures that can lead to cultural liberty. In other words, it is only an open mind that can delight in diversity; a closed mind is disturbed by it. Again, this notion is nothing new to the Confucian tradition. As the Chinese cultural studies scholar Tu Wei-Ming observed, "A healthy Confucianism is one of diversity."

Fourth, we should also learn to treat adult learners as cultural informants. The learners we have in second/foreign language classroom are not cultural tabula rasa. They bring to the classroom a greater degree of cultural awareness and adaptability that language teachers rarely recognize and acknowledge. All the teachers need to do is to help them recognize the multiplicity of cultural realities,

and try to develop global cultural consciousness. Disad out of a ladve set state

Fifth, interrogate Chineseness. In order to maximize learning and teaching potential in the Chinese language classroom, explore the following questions: What is Chineseness? Can a common core of Chineseness be identified across the Chinese-speaking countries? How do people in the Chinese diaspora perceive Chineseness, and transmit it to their children? What's the role of the Internet and other social media in spreading Chineseness? Can the core characteristics of Chineseness be articulated, and conveyed through prescribed texts and classroom talk?

Finally, and most importantly, highlight the real values of "harmony" that has been the Chinese cultural tradition. A synthesis of Confucianism, Daoism, and Buddhism has helped China develop a comprehensive view of, and a commendable desire for, "Harmony" in the individual, in the nation, and in the world. Make sure that your classroom teaching represents these values. Also remember, what will enhance credibility across the world is a clearly perceived marriage between harmonious words and harmonious deeds. The more harmonious words and harmonious actions synchronize, the greater are the chances of achieving desired goals.

Informed by these and other principles, teachers should try design classroom activities and exercises in the form of reflective tasks. By carefully designing tasks, teachers can prompt learners probe, understand, and analyze the underlying cultural connections that might bind cultural beliefs and practices from different cultural communities; provide them with case histories of cultural dilemmas, to which they critically respond; require them to write journal entries about cultural encounters and experiences; and, encourage them to use social media to discuss their evolving cultural identities with their peers/teachers, and maintain critical dialogues.

I fully recognize that doing all or even some of what I have suggested is not an easy task. It is a challenging, but a rewarding, task. I am confident that all of you, young scholars, will rise to the occasion, accept the challenge, and try your best.

I wish you success in all your good endeavors. Is bloods on all mo I

San Jose State University, California
b. kumar@sjsu.edu

谈播客教学在对外汉语教学 改革中的重大突破

白乐桑 栾妮

提 要 随着互联网技术的普及和数字广播技术的进步,一种崭新的媒体方式——播客,应运而生,并且迅速风靡外语教学界。本文试图通过播客在对外汉语教学中的具体应用,揭示播客的意义不仅仅在于为对外汉语教学增加了一种辅助设备,更重要的是,它带来了课程设置的改变、教学理念的转变和教学法的新突破。

关键词 播客 对外汉语 教学法 教学改革

导 言

最近一段时间,在法国外语教学(包括汉语教学)界,盛行一种备受推崇并广泛推广的教学方式——播客教学。实践证明,播客教学有效改善了以往法国外语教学中记忆不足的状况。因此,它几乎是法国外语教师继续培训班中必有的议程。在一些学校,播客甚至被用来为按语言能力编班提供帮助。那么,到底什么是播客?播客能用来做什么?它在我们的对外汉语教学改革中又将有怎样的意义?本文将用以下的篇幅来详细介绍。

一播客简介

(一) 什么是播客

每天像收到订阅的报纸一样收到每天订阅的中文广播;白天生病了没去上课,晚上却能在家里收到老师上传的口语课录音;利用等公共汽车的时间,打开手机听一段汉语听力。这些从前听起来不太可能的事情,现在,仅仅因为一种新媒体的出现全都可以变成现实。它就是播客。播客,法语叫

baladodiffusion[©],英文全称是 personal optional digital casting,简称 podcasting,即个性化的可自由选择的数字化广播。这是一种让用户能自由 地在互联网上发布文件,并允许另外的用户采用订阅的方式来自动获得这些 文件的技术和理念。通俗点说,它使用户不再受时间、地点限制地使用传统 意义上的广播技术,包括收听和录制。

(二) 播客有以下几个主要功能和特点

1. 订阅功能:同步更新

播客是可以从网上订阅的。也就是说,一旦用户订阅了自己想要的播客节目,每次节目更新的时候,新节目就会被自动传送到用户的客户端,保证用户得到最新信息。

2. 移动功能:简单便捷

便捷的移动性是播客最为显著的特征。用户只要将订阅的播客节目下载到移动终端(包括 MP3、MP4 或其他便携式数码声讯播放器)后,就可以在任何时间、任何地点反复收听。

3. 参与功能:共享回馈

播客是双向的。这表现在用户不仅能够从互联网上订阅下载节目,而且 能够将自己制作的节目上传到互联网与他人共享。这种开放与共享的机制 使得每一个人既是资源共享的受益者又是共享资源的创造者,从而形成一种 良性循环的系统。

(三) 如何使用播客

只要手头有手机、随身听或其他便携式数码声讯播放器,就可以到互联网上订阅下载播客节目了。目前提供播客资源的网站很多。其标志就是RSS(意为可订阅下载)。登录互联网以后,首先选定一个播客网站,然后打开播客,你会看到每个节目下面都有一个"播放"按钮和一个"订阅"按钮。点击"播放",节目就会自动播放;点击"订阅",就可以把这个节目下载到你的电脑,然后将其同步到你的便携式数码声讯播放器上,离线后也能随时随地收听了。(如下图所示)



通过播客上传文件也同样简单。前提是要有一台能上网并带有耳麦的 电脑,然后再下载一个名叫 audacity 的免费录音软件。之后便可以打开 audacity 并按下红色录音键开始录音。最后,将保存好的录音上传到网络,就 可以与大家共享了。需要特别强调的是,这个 audacity 的录音软件具有强大 的编辑功能,不仅在录音后可以反复修改,比如删除、添加、抹除重录,甚至是 消除杂音、添加背景音乐等。而且在收听的时候可以根据需要放慢、加快语 谏,而始终保持音质的清晰和原汁原味。

播客在传统对外汉语教学中应用的设想

随着播客的出现,一些专供外国人学习汉语的专业播客网站也应运而 生,并在互联网上受到追捧。汉语学习播客网站的出现,的确为远程的汉语 学习者提供了一种新的途径和方式。可是,对那些工作繁忙,完全依靠自制 力和自觉性来学习汉语的学习者来说,脱离了教师监督,也没有成绩测试作 推动力的自主学习,是否能作为一种独立的学习汉语的模式,或者到底有多 大程度的可行性尚待考察。而我们今天着重要讨论的是将播客应用于对外 汉语课堂教学的设想:

(一) 对教师而言,播客的应用实现了向学生提供大量、有效的听力材料的可 能,保证了语言输入的足量、有效

在第二语言习得研究中成就最大、影响最广的要算美国心理语言学家斯

蒂芬·克拉申(Stephen Krashen)。他指出:要重视语言学习的"沉默期"。这是无论儿童或成人,在语言学习的过程中都要经历的过程。在这一过程中,"听"是头等重要的大事。只有其听力达到一定的水平时,才会对该种语言产生自信。[©]而科学的实验也表明,一个孩子在6个月以前听到的语言状况直接决定了他掌握的第一种语言的性质。也就是说,语言输入决定语言输出。听的状况将决定说的能力和水平。

根据这样的理论,我们就不难理解为什么传统对外汉语教学体系下的学生听说能力普遍低下的问题。其根本原因正是语言输入的不足。所以给予学习者尽可能多的听力材料,大范围提高学习者接触汉语的时间,为他们创设一个沉浸式的汉语学习环境非常重要。而播客的应用,恰恰使这一目标的实现成为可能。

在以往的传统对外汉语教学中,教师也会在课堂上(通常只是听力课)用录音机播放磁带的方式来训练学生的听力。且不说听力课的课时太少,语言输入的内容也存在着诸多问题:第一,磁带是跟教材配套的,因为教材出版周期较长,导致其内容过时,对学生缺乏吸引力。第二,磁带通常是根据书面材料朗读的,反而因为太过流畅和标准,毫无语音瑕疵,缺乏了口语材料的真实性。第三,磁带通常是在录音棚录制的,环境安静,声音清晰,跟现实的交际环境不符。第四,跟教材配套的磁带通常数量有限,话题范围狭窄。

这样的语言输入,严重违背了克拉申的第二语言习得输入理论。因为不是任何的语言输入都是有效的,都能转变为说的能力。克拉申认为:理想的输入应具备以下几个特点:1)可理解性(comprehensibility)。理解输入语言的编码信息是语言习得的必要条件,不可理解的(incomprehensible)输入只是一种噪音。2)既有趣又相关(interesting and relevant)。要使语言输入对语言的习得有利,必须对它的意义进行加工,输入的语言材料越有趣、越有关联,学习者就越会在不知不觉中习得语言。3)非语法程序安排(not grammatically sequenced)。语言习得关键是足量的可理解的输入。如果目的是"习得"而不是"学习",按语法程序安排的教学不仅不必要而且不足取。4)要有足够的输入量。要习得一个新的语言结构,单靠几道练习、几篇短文远远不够,它需要连续多个小时的有内容有乐趣的广泛阅读和许多的会话才能解决问题。③