

A Study on the Cultivation of Professional Values of Chinese International Education Majors in Colleges and Universities



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Abstracts: Thanks to the growing global demand for Chinese language learning, the Chinese language international education program has been developing continuously, and at the same time, it also puts forward higher requirements for practitioners. Cultivating students' professional values is particularly important in this context because it determines the professional attitude, sense of responsibility, and level of professional ethics displayed by future education practitioners in the process of spreading the Chinese language and culture. This paper discusses the strategies for cultivating the professional values of students majoring in Chinese international education in colleges and universities, and analyzes key points such as training in career ideals and goal clarification, professional guidance and career planning, curriculum and professional ethics education, and education in international vision and responsibility, emphasizing the importance of cultivating students' professional values to promote the development of the field of Chinese international education.

Keywords: Chinese language international education; professional values; professional ideals; professional planning, professional ethics

Introduction

Career values refer to the concepts and principles that an individual values in his/her career, which determines his/her attitude toward a career choice, career behavior, and career development. Having the right career values is crucial to career success, and it affects one's attitude toward work, sense of responsibility, and the way one works with others. In the modern professional environment, professional values are also related to team culture and organizational effectiveness. The Chinese International Education program is a rapidly growing field as China's global influence expands. The program has produced a large number of Chinese language educators who are dedicated to teaching the Chinese language

and spreading Chinese culture around the world. As the global demand for Chinese language learning increases, the Chinese language international education program faces even more room for development and challenges. In the field of Chinese language international education, it is especially important to cultivate students' professional values. Teachers not only need to master teaching skills but also embody professional ethics, responsibility, and cultural sensitivity. The cultivation of such values not only helps to improve the quality of teaching but also lays a solid foundation for students' future careers. Therefore, the cultivation of professional values is an indispensable part of the Chinese international education program.

1. Definition and Connotation of Occupational Values

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Vocational values are the concrete manifestations of life goals and attitudes embodied in individuals' career choices and professional behaviors, which involve individuals' cognition and attitudes towards their careers and the goals they pursue. Such values not only reflect the individual's ideals, beliefs, and worldview but also play a central guiding role in every stage of career development. The formation of occupational values is closely related to personal values, which together constitute an individual's overall expectations of work and life. At the same time, occupational values also interact with social values, reflecting the general views and expectations of society about a particular occupation. In individual career choice and career development, career values play a decisive role. It not only affects what kind of career an individual chooses but also determines the individual's motivation and satisfaction in his or her career. If an individual values development opportunities, he may choose a career that offers broad development space and challenges; if an individual values stability and welfare, he may be more inclined to choose a career that offers good security and welfare benefits. Various elements of occupational values, such as career development, benefits package, and occupational prestige, appeal to different people in different ways. The degree to which these factors are valued reflects individuals' career aspirations and choices and also influences their work attitudes and career performance. When planning their careers, individuals need to prioritize factors based on their own values and professional values, which are essential for achieving career satisfaction and success (Li, 2024).

2. The Current Situation of Professional Values of Chinese International Education Majors in Colleges and Universities

Currently, most students majoring in Chinese language international education students choose this major based on their interests, and they believe that the main value of the major lies in the dissemination of Chinese language and culture. The student's disciplinary value orientation also

focuses on helping foreign students with zero beginnings to learn and master Chinese characters in the shortest possible time, and promoting foreign students' in-depth understanding of China's rich cultural connotations, including traditional customs, art, history, and philosophy, to build a bridge of cross-cultural communication on a global scale (Liu, 2023).

Although students majoring in Chinese language international education have a clear understanding of the value of their profession, in recent years, students majoring in Chinese language international education have shown remarkable changes in their professional values and employment concepts, displaying different trends from the past. Firstly, they generally lack clear career planning, and many students are confused about their future career direction and fail to set clear career goals during their studies. Second, students' prioritization of career choice factors has also changed. In the past, students tended to pay more attention to whether their majors were appropriate, but nowadays, they are more concerned about job remuneration and financial returns. In the process of career choice, the level of salary and benefits becomes the decisive factor, which shows that students pay more attention to their economic interests when choosing a career. Once again, the shift in career values also reflects that students pay more attention to their personal needs and no longer simply consider their professional orientation or the needs of the country. The number of students willing to pursue a career in Chinese language international education has declined, reflecting that they are more guided by their wishes when choosing a career rather than being strongly constrained by traditional values. Such changes may affect the supply of talent and the overall development of the field of Chinese language international education, and they need to attract the attention and reflection of the education sector and employers. These status quo situations deserve the focus of attention of colleges universities and educational institutions when cultivating the professional values of students majoring in Chinese language international education.

3. The Significance of Cultivating Professional Values of Students Majoring in Chinese Language International Education in Colleges and Universities

The major of Chinese language international education in colleges and universities has unique needs because it not only requires students to master solid Chinese teaching skills but also needs to have cross-cultural communication skills and international vision. Professional values play a key role in meeting these needs, which determine students' attitudes and behaviors in their professional careers and have a profound impact on the quality of teaching and career development. First of all, the cultivation of professional values can help students clarify their career goals and enhance their enthusiasm for teaching. Students majoring in Chinese international education often work in different countries and cultural backgrounds around the world, which requires them to have a high sense of responsibility and mission (Zhu & Zhou, 2024). The cultivation of professional values can motivate students to devote themselves to their teaching careers and understand their important role in spreading the Chinese language and culture. Such a value orientation can significantly improve their teaching quality. Second, professional values have an important impact on students' career development. The career path of Chinese language education majors is often full of challenges and uncertainties, and the cultivation of career values can help students make wise choices and adapt to different environments in their careers. Career values can also guide them to persevere and pursue excellence in the face of career dilemmas, thus achieving success in their careers. Finally, the cultivation of professional values is crucial to the improvement of the entire field of Chinese language international education. Vocational values can push students to abide by professional ethics and enhance cultural sensitivity, which will help establish a favorable atmosphere for international education and promote cross-cultural understanding. The cultivation of professional values also helps students to learn continuously and pursue professional growth, bringing innovation and vitality to the whole Chinese

international education industry. Overall, professional values are of unique importance in the Chinese international education profession. Through the cultivation of professional values, colleges, and universities can not only meet the unique needs of the Chinese language international education profession but also ensure the success of students in their professional careers and contribute to the improvement of the quality and standard of the whole profession.

4. Focuses on the Cultivation of Professional Values of Students Majoring in Chinese Language International Education

The focuses of the cultivation of professional values for students majoring in Chinese language international education include career goals, career planning, a sense of responsibility, and professional skills, which have an important impact on students' professional performance in the field of international education. Career goals and career aspirations are the foundation for the cultivation of professional values. Many students majoring in Chinese language international education have been influenced by undesirable factors in the social transformation, and their career ideals have gradually shifted from the inner spiritual type to the outer utilitarian type, focusing more on salary and social status and less on long-term career pursuit. Therefore, cultivating correct career ideals and encouraging students to link their future with the development of the country are important steps to ensure that they maintain a sense of responsibility and mission in their careers (Chen et al., 2020). Career planning and a growth mindset are important aspects of cultivating career values. Students majoring in Chinese international education need to receive professional training in theory and practice in school, but they also need to have a sense of lifelong learning and the ability to cope with new environments. In the face of a complex and changing social environment, a flexible and adaptable career philosophy is especially important. Students with a growth mindset are more likely to adapt to change and remain innovative and progressive in their teaching. A sense of responsibility is one of the core

professional values. Students majoring in Chinese language education are responsible for spreading Chinese culture and cultivating a sense of responsibility ensures that they reflect professionalism and ethics in their teaching. This will not only help improve the quality of teaching but also influence students' professional performance in the field of international education, making them more ethical and culturally confident educators. Professional skills are also an important part of developing professional values. Students majoring in Chinese language education need to master solid language teaching skills as well as cross-cultural communication skills. Through the cultivation of professional skills, students will be able to better cope with the challenges of the globalized environment, enhance their cross-cultural thinking skills, and perfectly integrate an open international perspective with a Chinese sentiment. These cultivation priorities will have a direct impact on student's professional performance in the field of international education, ensuring their success in teaching and professional development.

5. Strategies for Cultivating Professional Values of Chinese International Education Majors in Colleges and Universities

5.1 Career aspiration and goal clarification training

Career aspirations are the core of career values, which determine students' attitudes and behaviors in their career choices. Clarifying career goals can not only stimulate students' enthusiasm for work but also enhance their sense of responsibility and mission. This is especially crucial for students engaged in Chinese language international education because they not only undertake the task of spreading the Chinese language but also shoulder the responsibility of cross-cultural communication and promoting Chinese culture. To help students majoring in Chinese language international education clarify their career aspirations, schools can organize online and offline career seminars, inviting senior educators and successful alumni in the industry to share their career experiences (Li et al., 2023). These activities can enable students to understand the

current situation and development trends of the industry so that they can better position their career goals. By interacting with industry experts, students can receive guidance on career development and growth, which will help them establish proper career aspirations. The clarification of career ideals has a direct impact on students' career choices and development directions. Students majoring in Chinese language international education are usually required to work in an international environment, and clear career aspirations can guide them to maintain a sense of responsibility and positively respond to various challenges in their careers. Clear career goals help students make reasonable career plans and ensure that they have a clear direction in their career development. In addition, clarifying career aspirations also helps to enhance students' sense of responsibility and mission. Through the training of clear career ideals and goals, students will be better prepared to meet various challenges in the field of Chinese language international education and contribute to the dissemination of Chinese culture.

5.2 Professional guidance and career planning

With the growing globalized demand for Chinese language international education, the choices and challenges students face in their careers are becoming more and more complex. Therefore, the forms of professional guidance can be diversified, such as one-on-one tutoring, alumni exchanges, and career counseling. These forms can help students better understand career opportunities and development paths in the field of Chinese language international education. Through one-on-one tutoring, students can receive personalized career advice and develop suitable career plans based on their interests and abilities (Tang, 2023). Alumni exchanges provide an opportunity to interact with experienced practitioners, and such exchanges allow students to gain a more intuitive understanding of the actual working environment of Chinese language international education and gain valuable career experience. Career counseling is also an effective form of professional guidance that can help students explore different career options and provide professional advice on career development. Career counselors can guide students in identifying their

strengths and weaknesses and help them set realistic career goals. This guidance can boost students' self-confidence and ensure that they make informed choices in their careers. Career planning has a positive impact on students' career development. In the Chinese Language Education program, a clear career plan can help students clarify their career goals and develop a reasonable action plan for them. In the process of making career plans, students should not only consider their interests and skills but also the unique needs of the field of Chinese language education. Through professional guidance and career planning, students can better cope with changes in the internationalized environment and ensure their success in their careers. Through diverse forms of professional guidance and clear career planning, students can clarify their career goals, enhance their sense of responsibility, and fully prepare for their future careers.

5.3 Curriculum and professional ethics education

In the field of Chinese language international education, the importance of professional ethics is particularly prominent, because teachers not only need professional competence in spreading language and culture but also need to hold fast to the ethical bottom line and demonstrate a correct professional attitude. In terms of curriculum, key points include education in cross-cultural communication, professional ethics, and professionalism. The curriculum of the Chinese language international education program should cover knowledge of different cultures to help students better understand and respect other cultures. The curriculum should also emphasize professional ethics to ensure that students observe professional ethics in teaching and develop their sense of responsibility and service. The curriculum should include practical components, such as teaching internships and cross-cultural experiences, to enable students to apply what they have learned in real-world settings and to develop a solid foundation in professional ethics (Cao et al., 2024). The design of the course content should focus on combining with the needs of the profession, especially emphasizing the ability of cross-cultural communication. Through

case studies, role plays and group discussions, students can gain a deeper understanding of the importance of professional ethics and apply these principles in practical teaching. The integration of the curriculum with practice helps students make the connection between theory and practice and ensures that they maintain a high level of professional ethics throughout their careers. It not only provides training in professional skills but also develops students' sense of responsibility and professionalism through the education of work ethics. Through a scientific and reasonable curriculum, students can make wise choices in their careers, follow professional ethics, and become qualified Chinese international educators.

5.4 Internationalization vision and sense of responsibility education

The education of internationalization vision and sense of responsibility has a profound impact on the formation of students' professional values. By cultivating an international perspective, students can better adapt to the globalized environment in their careers and become a bridge for cross-cultural communication. Responsibility education ensures that students maintain a high level of ethics and professionalism throughout their careers. The combination of these two can help students establish correct professional values and lay a solid foundation for their development in the field of Chinese language international education. Specific strategies for developing an international perspective include cross-cultural exchanges, overseas internships, and international conference participation. These activities can help students get in touch with the cultures of different countries and understand the language teaching needs and cultural backgrounds of each place (Shao et al., 2023). By participating in intercultural exchange activities, students can enhance their understanding of multiculturalism and improve their intercultural communication skills. Overseas internships provide practical work experience, allow students to apply what they have learned in a real-world setting, and develop an international perspective. Responsibility education, on the other hand, needs to be realized through education and practical activities. Schools

can offer special courses that emphasize the unique responsibilities and missions of Chinese language international education majors and develop students' sense of responsibility for their professional roles. Through teaching practice, volunteer activities, and community service, students can be directly involved in spreading the Chinese language and culture, thus enhancing their sense of professional responsibility. Cultural sensitivity is also an important part of responsibility education, and students need to learn how to respect and understand different cultures and avoid cultural conflicts.

Summarize

The cultivation of professional values of students majoring in Chinese language international education in higher education is a multidimensional process involving several key points such as career ideals, career planning, professional ethics, and internationalization vision. Clear career ideals and clear career goals can guide students to make wise choices in their careers, while professional guidance and career planning provide practical guidance for their career development. Curriculum and ethics education ensure that students are ethical and professional in their teaching and learning. Education on international perspective and responsibility helps students to maintain competitiveness and sensitivity in a cross-cultural environment. The importance of fostering students' professional values is particularly salient in the field of Chinese language international education, as it relates to the quality and standard of the profession as a whole. Future research should further explore the effectiveness of these strategies and identify the best ways to cultivate them to ensure the success of Chinese language international education students in their careers.

Conflict of Interest

The author declares that he has no conflicts of interest to this work.

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