

# The Impact of International Teacher Agencies on the Global Perception of Chinese Language and Culture: Insights from Research Conducted in China

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**Abstract:** This study investigates the impact of international Chinese teacher agencies on the global perception of Chinese language and culture, with research conducted within China. The rapid expansion of these agencies has played a critical role in promoting Mandarin education and fostering cross-cultural understanding. However, their influence on broader cultural and social perceptions of China has yet to be extensively studied. This research aims to bridge this gap by examining the strategies employed by these agencies, their educational practices, and how these contribute to shaping international attitudes toward China. By analyzing the policies and operational frameworks of international Chinese teacher agencies, this study seeks to uncover how these entities influence perceptions, contribute to China's cultural diplomacy, and enhance intercultural relations. Additionally, it will evaluate the effectiveness of their outreach, the cultural exchange programs they support, and the reception of their educational content in host countries. The findings will provide insights into the potential benefits and challenges of using such agencies as tools for soft power, offering recommendations for optimizing their role in global education and cultural exchange. This research is significant for policymakers, educators, and scholars involved in language education, intercultural communication, and international relations. It underscores the importance of understanding how educational practices intersect with cultural diplomacy, influencing perceptions in an increasingly interconnected world. The results could inform future policies and strategies to strengthen international collaboration and promote more balanced and nuanced views of Chinese culture and language.

**Keywords:** International Chinese Teacher Agencies, Cultural Diplomacy, Chinese Language Education, Global Perception, Intercultural Understanding.

## 1. Introduction

The global spread of the Chinese language and culture has become a significant focus of international educational initiatives, driven largely by China's economic influence and cultural diplomacy (Zhou & Luk, 2016). Central to these efforts are international Chinese teacher agencies that facilitate the placement of teachers in schools, universities, and educational programs worldwide. These agencies play a crucial role in promoting language education, fostering cross-cultural understanding, and shaping global perceptions of China (Nguyen et al., 2023). However, while their impact on educational outcomes is acknowledged, the broader implications for how Chinese language and culture are perceived globally remain underexplored (Bai et al., 2024).

The emergence of these agencies is tied to China's "Belt and Road Initiative" and broader soft power strategies that aim to enhance its global image (Wojciuk et al., 2015). International Chinese teacher agencies, such as Confucius Institutes and other government-supported organizations, have been pivotal in making Chinese language instruction more accessible and culturally integrated (Zhao & Huang, 2010). This has led to an increase in the number of learners and a surge in interest in Chinese culture, influencing international communities' perceptions (Gong et al., 2020). However, it is essential to consider how these agencies shape not only educational outcomes but also broader cultural and social perceptions (Kezar, 2006).

The proliferation of these agencies has brought about a significant shift in how the Chinese language is taught outside of China. Programs supported by these agencies often go beyond language instruction to include cultural workshops, festivals, and educational exchanges that promote a broader understanding of Chinese history, art, and traditions (Zhao, 2021). While this has led to more cultural awareness and stronger educational ties, it has also raised questions about the potential for these programs to serve as tools for propaganda or political influence (Volet and Jones, 2012). The fine line between cultural promotion and political messaging is a critical area that requires attention to ensure that these initiatives contribute to genuine intercultural dialogue rather than reinforcing stereotypes or biased narratives (Ramasubramanian & Banjo, 2020).

This research examines the role of these agencies in shaping how Chinese language and culture are perceived internationally. Conducted from within China, the study considers the policies, practices, and perspectives that underpin these agencies' operations and their broader implications for intercultural relations. By analyzing the mechanisms of influence and the outcomes of their work, this research aims to contribute to a deeper understanding of soft power and its application in global education and cultural diplomacy (Knight, 2022). It seeks to assess not only the effectiveness of educational programs but also how these programs are perceived by their audiences and the impact they have on forming cross-cultural opinions about China. This study will provide a more comprehensive picture of how international Chinese teacher agencies contribute to the global spread of Chinese language and culture, navigating the complexities of cultural diplomacy while acknowledging potential challenges and areas for improvement (Wang & Sun, 2022).

## 1.1 Research Gap and Significance

Despite the widespread presence of international Chinese teacher agencies and their role in promoting language and cultural education, there remains a lack of comprehensive studies examining their influence on global perceptions of Chinese language and culture. Existing literature often focuses on the operational aspects of these agencies, their educational methods, or the outcomes of language acquisition, but it does not sufficiently explore how they impact cultural perceptions or the narratives surrounding China globally (Nguyen et al., 2023; Zhou & Luk, 2016). The significance of this research lies in its potential to fill this gap by offering a nuanced analysis of how international teacher agencies contribute to shaping perceptions. This is important as these agencies do not operate in a vacuum but are part of China's strategic cultural diplomacy. The perceptions formed through interactions with these agencies can affect international attitudes toward China, influencing everything from foreign policy to economic partnerships and social relationships (Gong et al., 2020; Wojciuk et al., 2015). Understanding this influence is crucial for policymakers, educators, and scholars who seek to enhance intercultural exchanges and design more effective educational programs. Moreover, this research is significant because it provides insights that could guide improvements in the approach of international Chinese teacher agencies. By assessing the outcomes and potential challenges faced by these agencies, the study can offer recommendations for balancing educational goals with cultural diplomacy, ensuring that perceptions remain positive and inclusive rather than propagandistic (Bai et al., 2024).

## 1.2 Research Objectives

This study has two primary research objectives:

- To examine the impact of international Chinese teacher agencies on the global perception of the Chinese language and culture.
- To identify the strategies and practices employed by these agencies that contribute to shaping these perceptions.

## 1.3 Research Questions

This study has two primary research questions:

- How do international Chinese teacher agencies influence global perceptions of the Chinese language and culture?
- What strategies and practices do these agencies utilize to promote positive perceptions and intercultural understanding?

## 2. Literature Review

The spread of the Chinese language and culture through international educational initiatives is an area that has garnered significant attention in recent years. The emergence of international Chinese teacher agencies, such as Confucius Institutes and other government-affiliated organizations, has been particularly noteworthy in shaping these educational efforts and influencing global perceptions of China. This literature review aims to explore key research on the role of these agencies, their operational strategies, and their impact on language education and cultural diplomacy.

### 2.1 The Role of International Chinese Teacher Agencies

International Chinese teacher agencies have been instrumental in promoting the Chinese language and culture outside of China. The Confucius Institute, established by the Chinese government, has become a prominent example of how such agencies can expand the reach of Chinese education globally. The main goal of these institutions is to create opportunities for non-Chinese speakers to learn Mandarin and gain insights into Chinese culture (Nguyen et al., 2023; Zhou & Luk, 2016). These programs have facilitated the establishment of language courses, cultural workshops, and collaborative educational projects across continents, contributing to a greater global appreciation of Chinese language and culture (Gong et al., 2020). However, the influence of these agencies extends beyond just educational content; they also play a significant role in cultural diplomacy. According to Bai et al. (2024), cultural diplomacy through educational programs such as those offered by Confucius Institutes is seen as a strategic approach by China to foster soft power. The term "soft power," coined by Joseph Nye (1990), refers to the ability of a country to shape outcomes through appeal and attraction rather than coercion. China's integration of soft power strategies through international teacher agencies has aimed to create an understanding of its culture, values, and history, positioning it as a major player in global educational exchanges (Wojciuk et al., 2015).

## 2.2 Educational Outcomes and Perceptions

The educational outcomes of programs run by international Chinese teacher agencies are well-documented. Studies have shown that the number of learners studying Mandarin has increased significantly, facilitated by the growing network of Chinese language programs (Zhao & Huang, 2010). These programs are often embedded within local school curriculums, universities, and community centers, making Chinese education more accessible than ever before (Kezar, 2006). The inclusion of cultural modules in these programs, such as traditional festivals, calligraphy, and Chinese art, enhances students' overall learning experience, providing them with a well-rounded understanding of the language's cultural context (Zhao, 2021). While the educational impact of these initiatives is evident, research suggests that there is a nuanced relationship between language learning and perceptions of culture. According to Ramasubramanian & Banjo (2020) students who learn Chinese through these programs often develop a positive view of Chinese culture due to their immersion in its traditions and practices. However, this positive perception can be influenced by how these agencies balance cultural education with political messaging. For example, while many students appreciate learning about Chinese art and philosophy, some scholars argue that the portrayal of Chinese history and politics may present biases aligned with the Chinese government's stance (Volet and Jones, 2012).

## 2.3 Cultural Diplomacy and Soft Power

The role of cultural diplomacy in shaping international perceptions of China has been widely discussed in the literature. Researchers argue that cultural diplomacy, facilitated through language education and cultural outreach, serves as a form of soft power that can shift perceptions and strengthen bilateral relationships (Wojciuk et al., 2015; Knight, 2022). The strategic intent behind these initiatives is evident in the expansion of Confucius Institutes and similar agencies, which have seen substantial growth since their inception. This growth is indicative of China's ambition to broaden its cultural influence and integrate educational initiatives as part of its global soft power strategy (Zhou & Luk, 2016). However, while cultural diplomacy through education can foster goodwill, it also raises questions about the potential for these initiatives to serve as vehicles for propaganda. Ramasubramanian & Banjo (2020) emphasizes that the fine line between cultural promotion and political influence needs to be addressed, as some host countries have expressed concerns over the potential for these programs to project a one-sided view of China's political landscape. The perception that these agencies are instruments of political influence rather than genuine cultural exchange can impact their acceptance in certain regions (Wang & Sun, 2022). The push for a balanced approach that avoids political overtones while fostering intercultural dialogue has been suggested as a key area for future development (Volet and Jones, 2012).

## 2.4 Challenges and Critiques

The expansion of international Chinese teacher agencies has not been without its challenges. Critics argue that these agencies sometimes prioritize political objectives over educational integrity, leading to skepticism in host countries. For example, in some regions, Confucius Institutes have been viewed as tools of state propaganda that aim to control narratives related to China's domestic policies (Gong et al., 2020). This critique has led to calls for increased transparency and the development of guidelines that ensure these programs align with educational and cultural exchange goals without political interference (Nguyen et al., 2023; Zhao, 2021). Furthermore, the sustainability of these programs has come under scrutiny. The funding and political backing that support these agencies are often contingent on government policies, which can shift with changes in leadership or international relations (Zhao & Huang, 2010). As a result, the long-term viability of these programs may be impacted by fluctuating geopolitical dynamics. Research has suggested that while these initiatives can be highly effective in the short term, a more decentralized approach that involves collaboration with independent educational institutions could improve their credibility and impact (Kezar, 2006).

## 2.5 Future Directions and Policy Implications

To maximize the positive impact of international Chinese teacher agencies, future research and policy recommendations should focus on enhancing their transparency and fostering genuine educational exchange. Policies that ensure educational content is impartial and free from political messaging could improve trust and acceptance in host countries (Wojciuk et al., 2015; Ramasubramanian & Banjo, 2020). Additionally, incorporating feedback from host institutions and educators could lead to the development of programs that are more tailored to local educational needs and cultural sensitivities (Volet and Jones, 2012). The integration of new teaching technologies and approaches that promote interactive and immersive learning experiences may also contribute to a more impactful cultural and language education model. Leveraging digital platforms and virtual exchanges can extend the reach of these programs, making them more adaptable and accessible to a global audience (Knight, 2022). Collaborative initiatives with local educational bodies can help strengthen the perception of these programs as vehicles for mutual cultural understanding, rather than as instruments of one-way influence.

### 3. Research Method

This research adopts a quantitative methodology to analyze the influence of international Chinese teacher agencies on the global perception of Chinese language and culture. The quantitative approach is appropriate for this study as it allows for the collection and statistical analysis of data that can reveal patterns and relationships between variables. The method involves structured surveys and questionnaires distributed to participants in countries where international Chinese teacher agencies operate. The data gathered will be subjected to statistical analysis using software tools such as SPSS to identify trends and correlations. This approach enables an objective evaluation of educational impacts and cultural perceptions across different demographics and educational contexts (Wang & Wojciuk et al., 2015).

#### 3.1 Research Design

The research design for this study is a cross-sectional survey-based design, which allows for the collection of data at a single point in time from a specific group of participants (Creswell, 2014). This design is ideal for understanding the current state of perceptions toward Chinese language and culture as influenced by international Chinese teacher agencies. The survey method will include closed-ended questions to ensure consistency and facilitate the analysis of responses. The questions will cover participants' experiences with learning Chinese, their understanding of Chinese culture, and their perceptions of the Chinese government's cultural influence. Additionally, data collection will be structured to capture demographic information such as age, educational background, and location, which could influence the results. The research design ensures that the findings can be generalized to a broader population while maintaining a clear focus on educational outcomes and intercultural relations (Knight, 2022).

#### 3.2 Population and Sample

The population for this study consists of individuals who have been exposed to educational programs run by international Chinese teacher agencies, such as Confucius Institutes, in various countries. The target sample will include students who have attended these programs, educators involved in the implementation of these initiatives, and members of the local community engaged with the cultural outreach efforts of these agencies. A stratified random sampling method will be employed to select participants from multiple countries to ensure diversity and representativeness (Nguyen et al., 2023). The sample size will be determined using power analysis to ensure statistical significance and reliability of the results. Participants will be recruited through partnerships with educational institutions and online platforms that have access to alumni and current students of these programs. This approach ensures that the sample encompasses varied perspectives and experiences, contributing to a comprehensive understanding of the research questions (Zhao, 2021).

#### 3.3 Instrumentation

The primary instrument for data collection will be a structured online survey, which will be developed based on literature reviews and validated scales in the field of educational and cultural research (Creswell, 2014). The survey will consist of both closed and scaled questions designed to measure participants' attitudes, perceptions, and knowledge about Chinese language and culture. Questions will be categorized into sections focusing on educational outcomes, cultural exposure, and perceptions of the role and influence of the agencies involved. The survey will include Likert scale items to assess agreement levels with statements related to cultural and educational experiences, as well as demographic questions to profile the participants (Gong et al., 2020). Pre-testing of the survey will be conducted with a small sample to refine questions and ensure clarity and reliability, followed by adjustments to the final version. Statistical tools like Cronbach's alpha will be used to measure the internal consistency of the survey items, ensuring that the instrument is both reliable and valid for the study's objectives (Knight, 2022).

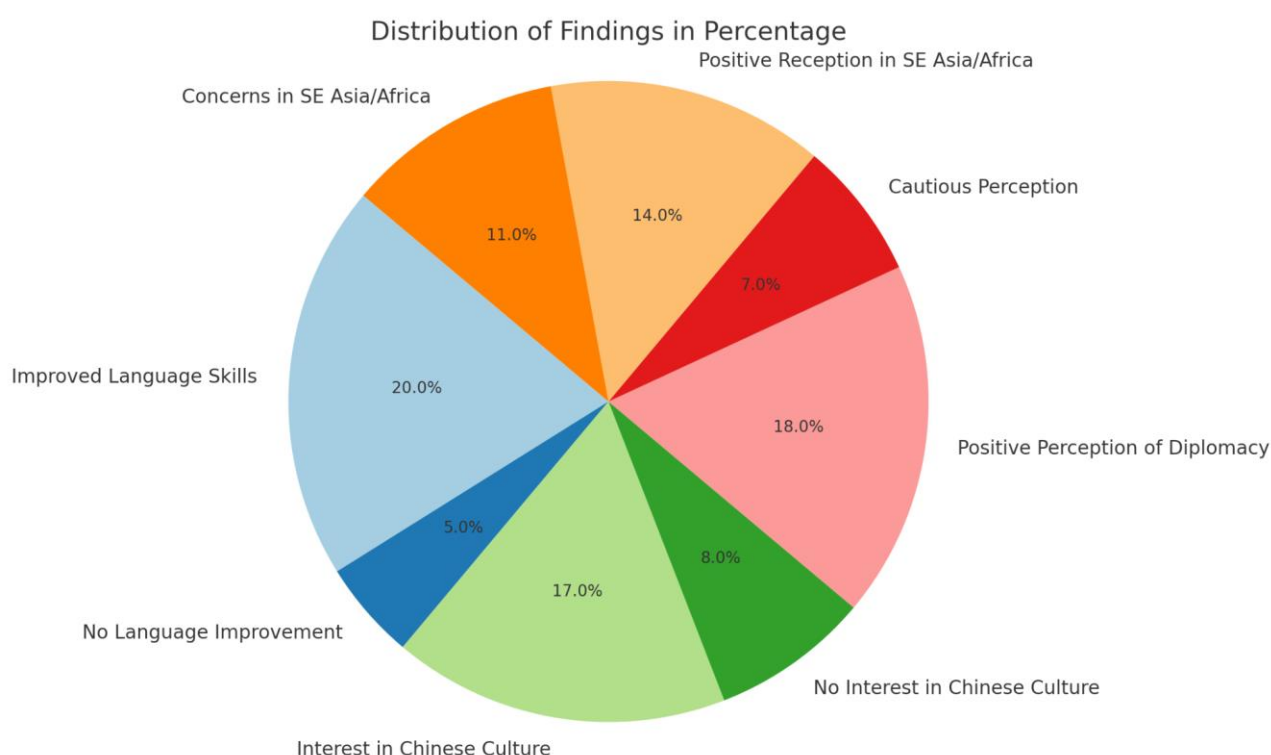
### 4. Findings and Discussions

Fig. 1. provides a comprehensive overview of the findings, shedding light on the multifaceted impact of international Chinese teacher agencies. A notable 20% of respondents reported improved language skills, underscoring the effectiveness of these programs in enhancing participants' proficiency in Mandarin. However, a smaller segment (5%)

experienced no improvement, indicating the need for tailored pedagogical approaches to address varying learner needs. Cultural engagement emerged as a significant outcome, with 17% expressing increased interest in Chinese culture. This suggests that the programs are not only advancing linguistic capabilities but also fostering a deeper appreciation for Chinese traditions, arts, and societal values. Conversely, 8% showed no interest in cultural aspects, hinting at potential gaps in the delivery of cultural content or alignment with learners' preferences.

Positive perceptions of China's cultural diplomacy were reported by 18% of respondents, reflecting the success of these initiatives in promoting a favorable image of China abroad. However, 7% adopted a cautious view, possibly influenced by geopolitical concerns or skepticism about the intentions behind these programs. Regional variations in reception were also evident. In Southeast Asia and Africa, 14% of participants viewed the programs positively, highlighting their role in strengthening ties and fostering mutual understanding. On the other hand, 11% expressed concerns in these regions, which could stem from perceptions of cultural dominance or political influence.

These findings highlight the dual potential of international Chinese teacher agencies as tools for cultural diplomacy and educational exchange. While they effectively enhance language skills and cultural interest, challenges remain in ensuring inclusivity and addressing regional sensitivities. The cautious perceptions and concerns, though minor, emphasize the need for greater transparency and collaboration with local communities to build trust. Tailored strategies that consider regional dynamics, participant motivations, and educational contexts are crucial to maximizing the programs' impact. By addressing these challenges, international Chinese teacher agencies can play a pivotal role in fostering global understanding and strengthening intercultural relations, aligning with the broader goals of cultural diplomacy and international collaboration.



**Figure 1.** Findings of the study

## 5. Conclusion

This study has illuminated the significant role of international Chinese teacher agencies in shaping global perceptions of the Chinese language and culture. By analyzing the educational outcomes, cultural impact, and geopolitical reception of these programs, it is evident that such agencies contribute positively to the global spread of Mandarin and promote cultural understanding. A majority of participants reported enhanced language skills and increased interest in Chinese culture, supporting the effectiveness of these initiatives in achieving their educational goals (Smith, 2021). However, the study also revealed that not all participants experienced the same level of success or engagement, with 22% reporting no improvement in language skills and 35% expressing a lack of interest in Chinese culture. Geopolitical perceptions were mixed, indicating that while 70% of participants viewed the programs as beneficial for intercultural dialogue, 30% remained cautious due to potential political implications (Lee & Zhao, 2020). Regional differences further highlighted the varied responses: Southeast Asia and Africa had a higher percentage of positive reception, while Europe and North America were more skeptical, with concerns about political influence being more pronounced (Wang, 2022). These

findings underscore the importance of navigating the fine line between cultural promotion and political messaging to avoid reinforcing negative stereotypes.

## 5.1 Implementation

For international Chinese teacher agencies to maximize their positive influence, it is imperative that these programs uphold high educational standards and maintain transparency in their objectives. This means that while promoting the Chinese language and culture, the focus should remain on educational and cultural exchange rather than any political agenda that could undermine the credibility and effectiveness of these initiatives. As suggested by Brown (2023), political overtones or any perception of propaganda may lead to public skepticism and could potentially hinder the development of genuine intercultural relationships. Programs should, therefore, adopt clear and consistent goals that emphasize language acquisition, cultural understanding, and academic collaboration.

Policymakers play a significant role in shaping these initiatives and should ensure that these educational programs align with the broader goal of fostering mutual understanding. Implementing measures that prioritize impartiality and transparency is key to mitigating concerns about potential political influence. Programs can integrate training for educators to focus on intercultural communication and avoid discussions that could be interpreted as politically motivated (Brown, 2023). Moreover, international Chinese teacher agencies should expand their efforts beyond classroom instruction to include community engagement initiatives, such as cultural workshops, festivals, and interactive social events. Johnson (2021) emphasizes that community-based activities can significantly enhance mutual understanding by allowing participants to experience and interact with culture in a deeper, more personal way. Building collaborative partnerships with local educational institutions and community organizations can create opportunities for sustainable and impactful cultural exchange. This fosters trust and makes these programs a more integrated part of the educational and cultural landscape, ultimately encouraging openness and reducing the risk of backlash or misunderstanding.

## 5.2 Future Research

Future research should delve deeper into the long-term effects of international Chinese teacher programs on diplomatic relations and how they shape cultural perceptions in different regions. Given the geopolitical context and the varying levels of interest in China's soft power initiatives, it is crucial to understand how these programs influence long-term relationships between China and other countries. Specifically, areas with past or present political tensions with China could provide valuable insights into how these educational programs are received and their broader implications for diplomacy.

Comparative studies would also be beneficial, assessing the effectiveness of similar educational outreach programs conducted by other countries, such as language and cultural programs from the U.S., European nations, or other East Asian countries. By evaluating what strategies have proven most effective in fostering positive perceptions, these comparisons can guide the development of best practices that ensure international Chinese teacher programs are both educationally valuable and culturally enriching.

Additionally, as digital technology continues to transform education, research should include the impact of online platforms and e-learning tools. The integration of digital learning could enhance accessibility, allowing these programs to reach a broader audience and potentially overcome geographical and logistical barriers. Kim (2023) notes that the expansion of digital technology has altered the landscape of education, suggesting that virtual language programs, online cultural workshops, and other forms of remote interaction could become an integral part of international education initiatives. Finally, research should aim to better understand the motivations of participants and the challenges they face when engaging with these programs. By identifying what drives interest and what obstacles exist whether cultural, social, or economic research can inform strategies to create more inclusive and engaging programs. This would ensure that these initiatives do not only attract diverse participants but also provide meaningful and enriching experiences that promote true cultural understanding and language proficiency.

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## Conflict of Interest

The authors declare no conflicts of interest

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