

New Ideas on the Integration of Guizhou's Village Super League Culture and ASEAN Chinese Education

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ABSTRACT

As a sports cultural phenomenon with local characteristics, Guizhou's Village Super League culture not only shows the local customs and grassroots spirit of Guizhou's multi-ethnic groups, but also has high communication potential. With the deepening of cooperation between China and ASEAN, the demand for Chinese education in the ASEAN region has increased significantly. However, there are currently some problems in Chinese education, such as lack of teacher resources, discontinuity in the education system, and insufficient localization and adaptability of teaching materials. From the perspective of the integration of culture and education, this paper discusses the innovative integration approaches of Guizhou's Village Super League culture and ASEAN Chinese education. Through strategies such as volunteer cultural emissary activities, building a culture + language learning model, developing localized teaching materials, and sharing platforms for educational resources, we hope to promote the coordinated development of regional economy and culture while promoting the development of Chinese education in ASEAN.

KEYWORDS

Village super league; ASEAN; Chinese education

1 Introduction

With the advancement of globalization, the importance of cross-cultural communication in international education has become more and more prominent. In recent years, with the deepening of political, economic and cultural cooperation between China and ASEAN countries, the demand for Chinese education in ASEAN has continued to increase. Learning Chinese can not only enhance the employment competitiveness of ASEAN students, but also promote cultural understanding between China and ASEAN. However, Chinese education in ASEAN still faces many challenges, such as shortage of teachers, insufficient localization of teaching materials, and unbalanced regional development.

As a unique local cultural phenomenon, Village Super League in Guizhou embodies the multiculturalism and grassroots spirit of multi-ethnic areas in Guizhou. Since attracting widespread attention in 2023, the Village Super League event has developed into a rural cultural brand integrating sports, entertainment and national cultural display. Based on the characteristics of Guizhou's Village Super League culture, this paper explores its integration potential with ASEAN Chinese education, hoping that through the innovative integration of the two, it will not only provide new development ideas for ASEAN Chinese education, but also promote the transnational spread of Guizhou local culture. From the perspective of cultural exchange, this paper proposes to realize the coordinated development of Guizhou's Village Super League culture and ASEAN Chinese education through volunteers, through-learning mode and localization of teaching materials.

2 Overview of Guizhou's Village Super League Culture

2.1 The Origin and Development of Village Super League in Guizhou

In the summer of 2023, Guizhou's Village Super Leagues have attracted widespread attention and heated discussions in China. The so-called 'Village Super League League' is the abbreviation for the Rural Football Super League. This rural football competition originated in Rongjiang County, Qiandongnan Miao Autonomous Prefecture, Guizhou Province, and its history can be traced back to the period of the Anti-Japanese War. The initial group participating in football was mainly local college students, but since 1971, football has started to develop in local county offices, enterprises, and public institutions. The target audience for this sport is no longer limited to college students, but has expanded to include teenagers, government officials, and even migrant workers and villagers. At present, every village in Rongjiang County has a football team, and the local area often spontaneously holds rural football matches and other competitions, making almost everyone a football player. Meanwhile, Rongjiang County was also named one of the first batch of national county-level football typical counties in 2021. With the increasing influence of Village Super Leagues in the local area, the scale and number of participants in their competitions have also gradually increased, and various infrastructure has been improved.

2.2 The Grassroots Spirit and Ethnic Culture of Guizhou's Village Super League

The core spirit of Guizhou's Village Super League lies in its grassroots nature, with most participants being ordinary people without professional football backgrounds: villagers, migrant workers, restaurant owners, students, etc. There is also a wide age range, from 14 year olds to over 50 year olds, who can run freely on this green field. The prizes of the competition are full of local flavor, with agricultural products such as small yellow cattle, small fragrant pigs, small fragrant ducks, and small fragrant chickens becoming awards. They not only have a down-to-earth atmosphere, but also showcase strong rural customs, deeply interpreting the grassroots spirit of the Village Super League.

Rongjiang County is a multi-ethnic area, which gathers 16 ethnic groups, including Miao, Dong, Shui, Zhuang, Hui, Gelao ethnic group and Buyi. On every match day, women from various ethnic groups dress in exquisite ethnic costumes, cheering and supporting the players, adding brilliant colors to the arena. At the opening ceremony, food phalanxes from different ethnic groups were showcased in rotation; During the break of the competition, special performances such as Dong pipa songs, Miao lusheng dances, and Han dragon and lion dances appeared one after another. There are also ethnic clothing shops and local specialty snack stalls around the venue, forming a unique cultural feast with Guizhou characteristics, making the Village Super League not only a football match, but also a colorful display of ethnic culture. Guizhou's Village Super League is not only a sports event, but also carries the unique local sentiment and grassroots spirit of multi-ethnic values.

2.3 The Widespread Dissemination and Influence of Village Super Leagues in Guizhou

The arrival of the new media era has not only increased the ways of information dissemination, but also changed the main channels for people to obtain information. Various social media platforms allow people to participate in this football feast faster, more conveniently, and directly. People can participate in real-time discussions, likes, and follow through mobile devices such as smartphones, computers, and tablets to watch competition videos, live broadcasts, and graphic information. This not only enhances the interaction between the audience and the players, but also promotes the dissemination of the Village Super League culture and expands its audience. In late July 2023, when the semi-finals and finals were held, CCTV Video launched a live broadcast program called *Watching the Village Super League Together* to watch this unique football game with the whole nation. After the program started broadcasting, the total viewing volume of the live broadcast was about 57 million, and the reading volume of the program related topics was 60.45 million, ranking on the hot search list of the whole network 27 times. According to the Guizhou Village Super League Data released by Tiktok Life Service, from May to October 2023, more than 13 billion Village Super League related topics will be broadcast, 185000 people will participate in topic discussion and creation, and the number of Tiktok clocking in Rongjiang County will increase 388 times year-on-year. The popularity and social influence of Village Super Leagues in Guizhou are evident.

3 The Development Status and Existing Problems of Chinese Education in ASEAN

3.1 Development Status of Chinese Education in ASEAN

Due to the deepening cooperation between China and ASEAN, Chinese language education in ASEAN countries has gradually received high attention from governments and institutions. Multiple countries have incorporated Chinese into their national education systems, supporting it as a second language or elective course. For example, countries such as Thailand, Singapore, and Malaysia have popularized Chinese education in primary and secondary schools and encouraged local students to learn Chinese through policies. The ASEAN region also develops textbooks that are more suitable for local students based on local cultural and linguistic characteristics. For example, Chinese textbooks in countries such as Thailand and Vietnam incorporate local cultural elements to enhance students' interest in learning and language understanding. The Language Cooperation Center of the Ministry of Education also collaborates with various countries to establish Confucius Institutes and training centers, invites Southeast Asian Chinese language teachers and talents to exchange in China, and invites domestic experts to carry out activities in the local area to meet the demand for Chinese language learning in the ASEAN region.^[1] In recent years, due to the growth of China's investment and trade in the ASEAN region, ASEAN countries urgently need Chinese+ composite talents, especially in the tourism, trade, service, and education industries. Learning and mastering Chinese can enhance their employment competitiveness, provide them with more job opportunities and a better employment environment.^[2]

3.2 Problems in Chinese Language Education in ASEAN

The first issue is the scarcity of teacher resources. The demand for Chinese language learning in ASEAN countries is

constantly increasing, but the resources of Chinese language teachers are limited, especially in some non large urban areas. Many regions still rely on expatriate Chinese teachers, and the training and reserve of local Chinese teachers cannot meet the local Chinese learning needs. At the same time, some reasons are due to the loss of excellent Chinese teachers to developed countries and the low expatriate benefits, resulting in teacher turnover.^[3] The second issue is the discontinuity in the Chinese education system. There is a lack of continuity and poor connection in the Chinese education system among ASEAN countries. For example, Thai students have to start learning Chinese from scratch every time they enter a new stage of education, which greatly reduces the efficiency of Chinese language teaching and prevents students from improving their Chinese proficiency; Among the 24 schools of the Indonesian Association of Three Language Schools, 39.1% offer junior high school, while only 21.7% extend to high school.^[4] The third issue is the insufficient localization and adaptability of textbooks. Most of the Chinese textbooks in ASEAN countries are sourced from China, and these textbooks do not fully match the local teaching needs in terms of content and cultural background. Some schools may have a situation where middle school students use primary school textbooks for the upper grades, while high school students use middle school textbooks.^[5] In addition, cultural differences can also lead to difficulties in students' understanding of certain content in textbooks, thereby affecting their learning outcomes. The fourth issue is the uneven development within the region. The development of Chinese education in ASEAN countries varies, with economically developed countries such as Singapore and Malaysia having more comprehensive Chinese education systems than economically underdeveloped countries such as Myanmar and Laos. The differences in policy support and economic conditions among different countries have led to an imbalance in Chinese education within the region.

4 The Integration of Guizhou's Village Super League Culture and ASEAN Chinese Education

In 2022, the China ASEAN Education Exchange Week kicked off in Guizhou. Guizhou, as a bridge for ASEAN education cooperation, has promoted the promotion of Chinese education in ASEAN and facilitated the understanding and dissemination of ASEAN multiculturalism in China; Moreover, Guizhou, like some ASEAN countries, has relatively lagging economic development. The launch of the China ASEAN Education Exchange Week can not only attract talents for both sides, but also drive the development of other fields such as tourism and trade. Through the Guizhou ASEAN Chinese Education Exchange Week, Guizhou can utilize its unique cultural industry to integrate with ASEAN Chinese education and creatively promote the development of ASEAN Chinese education. In response to the problems in ASEAN Chinese education mentioned above, Guizhou's Village Super League culture can be integrated with it through the following ways and promote regional economic coordinated development.

4.1 Village Super League Volunteers and Cultural Ambassadors

The Guizhou Village Super League competition has abundant volunteer resources, which can organize them to become cultural ambassadors of ASEAN. These volunteers not only need to understand Guizhou culture, but also need to have certain teaching and language expression abilities. Serve as an auxiliary teacher or promotion ambassador in short-term Chinese education projects to alleviate the problem of insufficient teacher resources. For students who are unable to attend on-site, volunteers can use online classrooms for teaching, such as live streaming Village Super League games on social media platforms, introducing relevant football terminology and cultural expressions, allowing students to experience the charm of Village Super League through language learning, and interact with students in real time to meet the needs of students from different regions.

4.2 Build a Continuous Culture+Language Learning Model

The Village Super League culture is vivid and hierarchical, suitable as a teaching resource for Chinese education. Graded courses can be designed for students of different levels, ranging from basic Chinese football terminology and daily conversations in rural areas to advanced game commentary and descriptions of rural life. By combining learning content with village culture, students' language abilities can be gradually improved, forming a comprehensive learning system from beginner to advanced, and helping students gradually develop systematic Chinese knowledge.

4.3 Development of Localized Textbooks and Integration of Local Culture

The Village Super League culture in Guizhou covers rich ethnic elements and rural life situations, which are close to the cultural background of ASEAN students and can be used as localized materials for Chinese textbooks. For example, ASEAN students can learn Chinese expressions close to life by introducing vivid materials such as small oxen, small fragrant pigs and rural audience wearing national costumes to cheer. The local culture and characteristic activities of ASEAN countries

can be integrated into the teaching materials, such as comparing the similar local sports events in Guizhou Village Super League and ASEAN region, so that students can feel the cross-cultural similarities and differences.

4.4 Joint Education Platform to Realize Resource Sharing

With the influence of Guizhou Village Super League Games, we will create a platform for sharing Chinese educational resources, open online cultural experience courses to ASEAN countries and regions, and provide live events, short videos, online questions and answers, and spread the Village Super League culture to more ASEAN students starting from Guizhou. At the same time, an online teacher training platform can be established to provide standardized training for Chinese teachers across ASEAN. In view of the imbalance of resources within ASEAN, we can cooperate with Guizhou Village Super League to organize cultural exchange days or Chinese education weeks in ASEAN areas where resources are relatively scarce, and Guizhou will send cultural messengers or sports exchange groups to all parts of ASEAN to improve the quality and coverage of local Chinese education through interactive sports activities and Chinese learning activities.

4.5 Chinese+Professional Talent Training

According to the work needs of learners, teachers can use the Village Super League culture to cultivate Chinese+professional talent training. For example, the Village Super League competition and the tourists it attracts have promoted the development of local tourism. In the course, students can learn Chinese tour guide words, travel vocabulary and other expressions, and can also simulate tour guides to introduce the Village Super League culture to tourists to exercise their language skills and tourism management knowledge. Teachers can also let students study how the Village Super League attracts attention and stimulates tourism and cultural consumption through social media, from which they can learn relevant knowledge of Chinese communication and marketing, and combine these knowledge with local characteristics to prepare activity plans and project reports.

5 Conclusion

The integration of Village Super League culture in Guizhou and Chinese education in ASEAN is not only an innovative attempt of cultural exchange, but also an effective way to promote the coordinated development of regional economy. The Village Super League culture in Guizhou has provided rich cultural materials and innovative educational models for Chinese education in ASEAN through volunteer cultural messengers, graded culture+language learning model and localized textbook development. In this process, students in ASEAN can improve their Chinese level through contact with fresh rural culture, and the local culture in Guizhou has also achieved transnational communication through the Chinese education platform. This two-way interaction between culture and education not only improves the quality of Chinese education in ASEAN, but also shows the diversity and inclusiveness of local culture in China, providing new ideas for future interregional cultural cooperation. In the future, the promotion of Guizhou's Village Super League culture can further enhance Guizhou's cultural influence in the ASEAN region and promote deep cooperation between the two sides through the support of more educational platforms and cultural projects. Through continuous innovation and practice, the integration of Guizhou Village Super League culture and ASEAN Chinese education will not only have a positive impact in the field of Chinese education, but also provide useful reference for multilateral cultural exchanges under the background of globalization.

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