

# The Study on the Role of English Education in the Guangdong-Hong Kong-Marco Greater Bay Area in Telling the "China Story" in a Cross-Cultural Perspective

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## Abstract

Based on the English education resources in the Guangdong-Hong Kong-Marco Greater Bay Area, building China's international image and manifesting cultural confidence is an important cultural mission given to contemporary youth in today's era. Under the guidance of Marxism, we must tell the great achievements of the Communist Party of China in correctly leading the people to create and develop the great practice of socialism with Chinese characteristics, and tell the world the glorious course of the great rejuvenation of the Chinese nation. To tell the Chinese story well, we should integrate the cultivation of cultural confidence into English education; to tell the Chinese story well, we need to build an effective mechanism for equal exchange between Chinese and foreign cultures through English education; to tell the Chinese story well, we must scientifically grasp the characteristics of the times and the essence of culture, and make timely innovations to the content.

## Keywords

Intercultural Study; English Education; Guangdong-Hong Kong-Marco Greater Bay Area; China Story.

## 1. Introduction

"Telling a good Chinese story" is a vivid description and affectionate expression of the goal of socialist diplomacy with Chinese characteristics proposed by General Secretary Xi Jinping, an important theoretical guidance of the Party and the State to build China's international image, and a national cultural responsibility of every young person in the new era. General Secretary Xi Jinping attaches great importance and close concern to it, seriously emphasizing it in many working meetings and earnestly instructing it when meeting with compatriots from all walks of life: "We should tell the Chinese story well, spread the Chinese voice well, and show the real, three-dimensional and comprehensive China." Telling the Chinese story well is an important measure to enhance China's international influence and cultural soft power, and it is an important manifestation of the political wisdom of the Communist Party of China and an accurate judgment of the future development goals of the socialist cause with Chinese characteristics. To tell the Chinese story well, to make the world understand the Chinese story, English education plays an instrumental function in this regard, and the Guangdong-Hong Kong-Macao Greater Bay Area is an important window for China to the world; we should understand the unique location, combine cultural support, integrate key parts, and study how to build a perfect role path to reach the goal.

## 2. Analysis of Today's Realistic Conditions

### 2.1. The rise of China's international status and the changing world situation

Emerging markets and developing economies and developed economies to maintain a "two-speed growth" trend, the international economic power contrast continues to develop in the direction of favoring emerging markets and developing countries, East is up and West is down" is still One of the main development trends of the world today. The competition between major global powers or groups of countries is in a period of deep adjustment, and all parties are actively promoting or adjusting their foreign strategies to cope with the new international situation. What is noteworthy is that the combination and adjustment of major power relations are pushing to construct a parallel system that divides the world, pushing the world into disorder and division.(International Situation of the Chinese Academy of Social Sciences, 2022)Since the 18th Party Congress, China has entered a new stage of reform and opening up, continuously achieving new development achievements in various fields, growing the total economic volume, and building a moderately prosperous society across the board. Under the strong leadership of the Communist Party of China, the cause of building socialism with Chinese characteristics has made world-renowned achievements, demonstrating to the world the correctness of the Chinese path and the strong vitality of the Chinese nation. The recognition of the remarkable achievements made by the Chinese people under the leadership of the CPC has been increasing among all countries and ethnic groups in the world; especially among the people of the vast number of developing countries, which have a deep understanding of the problems and dilemmas in the exploration of the modernization path, while being oppressed by Western hegemony and power politics for a long time, the achievements of Chinese-style modernization and peaceful diplomacy have won wide recognition and praise internationally.The significance of its successful exploration will be even more significant, not only making Chinese-style modernization more perfect, but also providing leadership for worldwide development"(Tao Wenzhao) At the same time, China has been carrying out the diplomatic policy of actively assuming international responsibilities as a "great power attitude", "Since its establishment, New China has always taken the corresponding international responsibilities as an important part of its diplomacy, and in different historical periods, it has developed different international responsibilities. Since its founding, New China has always taken on international responsibility as an important part of its diplomacy, and has developed different views of international responsibility in different historical periods.(Lu Jing,2019)Its efforts to continuously promote the modernization of the international governance system and governance capacity, its advocacy of the concept of "community of human destiny" and the "One Belt, One Road" initiative, and other important Chinese programs, have all China's international image is becoming more and more deeply rooted, and the influence of China's voice in the international discourse system is becoming more and more significant. The correct leadership of the Communist Party of China and the unity of the Chinese people are closely integrated, and in line with the historical trend of the rapid rise of a large number of developing countries, China has made significant contributions to the construction of a fairer and more reasonable international order, and has set an excellent example and left an indelible historical mark on the development and common progress of all mankind. The positive impact it has had on the world has led to progress in shaping China's image, and has raised the demand for higher, more effective and deeper telling of the Chinese story.

The international situation is showing a rather strong trend of change. The obsolete international system formulated by the Western capitalist countries is accelerating its decline, and the increasingly strong movement of the vast number of developing countries in the world landscape is intensifying the restlessness and hostility of the West, while the shortcomings of the Western capitalist system are accelerating the social contradictions. The ongoing

development of the world today has led the West to take the extreme approach of confrontation and provoking conflict. This manifests itself in the cross-cultural sphere by using its own control over international public opinion to maliciously and falsely propagate, discredit and even smear China, the actions it has taken, the achievements it has made, degrading China's image in public opinion in Western society. Western countries are distorting, dissolving, positive value of China's image. By maintaining their own hegemonic position and public opinion control through negative propaganda against China and other developing countries, the ugly gestures of the West only intensify the rejection mentality of countries around the world, hinder the West's own development in the direction of following the historical development trend, also breaking the world's good expectations for peace and development. The persistent problems of the world's public opinion environment and the interference of hegemony are the main problems in the construction of China's international image. They point out the difficult points that need to be broken through if we want to tell the Chinese story well, and provide a direction for thinking about the path foothold and power point that we want to support China's voice through building English education.

## 2.2. The Development of English Education in China

Since the reform and opening up, China has attached more and more importance to the cause of international exchange. China's integration into the world has become deeper and deeper, and English education, as one of the crucial tools and bridges, has been strongly supported and has gone through a long period of development as part of China's education, including English education throughout the compulsory education stage in China. In the future, international exchange and global governance will take on an increasingly important role, placing higher demands on the content of English education, the educators of English education, and the talents trained by English education, pushing English education to keep up with the times and combining respect. English education today still has the more serious phenomenon of copying foreign teaching materials and teaching scenarios, which leads to educational effects deviating from the goals of educational design. The universal education problem is also reflected in English education, that is, the proportion of exam-oriented education is too heavy, resulting in the process of English education is obvious purpose oriented, and deviated from the English as a language tool, resulting in the application of English ability of excellent talent is relatively short. English education has become the content and template of the examination, students for English ability is limited to the scope of the examination, and thus can not provide help for the Chinese story to the world. The development of characteristics will be a necessary step for English education to make a greater contribution to the construction of China's foreign image. As an important field of China's education, English education has made great contributions to China's social progress and talent training, but in terms of educational effects, English education still has the problem of insufficient localization. In this regard, Wang Wenbin advocates a 'Chinese' foreign language education rather than a foreign language education 'in China', focusing on both the universal laws of human foreign language education and the special characteristics of foreign language education that vary from country to country. (Wang Wenbin, 2021) It is easy to see that the problems of English education in practice belong to the problem of cross-cultural communication. English is equivalent to an important part of foreign culture, while Chinese students, the target of English education in China, have obvious differences between their cultural background and the content of English teaching, so it is necessary to transform the teaching content to "follow the customs", on the one hand, in order to make the students understand better, and on the other hand, to make the Chinese language better. It is necessary to "adapt" the teaching contents to the local culture, in order to let students understand better on the one hand, and to nourish the Chinese culture on the other. Only more international and English-speaking talents will enable China to stand firm in the

changing international situation, and to inject lasting and steady power into the image and story of China in the new era.

### **3. Enhancing English Education**

#### **3.1. Raise the political awareness of English education**

English education should implement the policy guidelines of the Communist Party of China, adhere to the direction of socialist development with Chinese characteristics, and cultivate new generations for the great rejuvenation of the Chinese nation. Grasping the political direction and adhering to the leadership of the Communist Party of China is an important ideological guarantee for English education to play a fundamental role in telling the story of China, and it is also a guiding ideology that should always be followed in conducting English education and research work. The Law of the People's Republic of China on Higher Education clearly stipulates that higher education must serve the socialist modernization, serve the people, and promote the socialist modernization. The Hangzhou Declaration of the 2019 International Conference on English Language Education in China proposes that Foreign language education must implement Xi Jinping's thought of socialism with Chinese characteristics in the new era, and foreign language education should aim and mission to serve national strategies and social and economic development. (Organizing Committee of the International Conference on Foreign Language Education in China, 2019) English education and research should cultivate talents who take on the responsibility of national rejuvenation and should contribute to the cause of building socialism with Chinese characteristics. The control of the cultivation of political awareness in the process of English education is of profound and significant significance to the cultivation of talents who truly possess a high level of ideological awareness, excellent in knowledge and skills, which is the level and quality assurance of telling the Chinese story.

#### **3.2. Improve the conditions for the application of knowledge in English education**

On the one hand, the introduction of advanced international theories should be combined with local theoretical exploration, and researchers should focus on tapping into excellent teaching traditions and exploring teaching models that are consistent with Chinese students' learning patterns. On the other hand, scientific research should be complementary to teaching practice. English teaching and related research are inseparable, and research is not only about discovering or constructing new knowledge systems, but also about serving the cultivation of talents. (Wei-Dong Dai, 2019) "Chinese-ization" of English education is a fundamental change in teaching form and consciousness, which should focus on building an English teaching context with Chinese characteristics in line with China's national conditions, so as to be closer to the real situation of using English in cross-cultural communication and enhance the usability of English education. We should respond to the needs of the country's foreign exchange, enhance English education, especially English education in colleges and universities to support career development, to provide more and better and stronger social conditions for English education, to pay attention to the employment destinations of English talents, to integrate more practical and vocational information in English education. The training system for foreign language professionals in China cannot effectively meet the needs of language intelligence development. (Hu Kaibao, Wang Xiaoli, 2021) Cultivate quality talents who fully combine cultural communication skills with technological skills in the context of technological development as well as new media, to reflect the times in English education, and to make a Chinese voice that keeps up with the times.

### 3.3. Cultivate Chinese Cultural Confidence in English Education

Foreign language learners have long been influenced by Western culture and ideology, and there is a phenomenon of excessive worship of Western culture.(He Mingxia,2022)The undesirable tendencies of English education should be firmly corrected, and Chinese cultural orientation and cultural confidence should be integrated into English education and even the whole education process.It is important for English education to promote the interconnection of Chinese and foreign cultures, and all national cultures should be treated equally. To enhance the conceptual support of Sino-foreign communication, the first thing is to firmly establish cultural self-confidence, that is, firm confidence in the road, theory and system of socialism with Chinese characteristics, and to resolutely avoid national nihilism that panders to foreigners in English education.In addition to cultural self-confidence, to promote cross-cultural understanding and intercommunication, English education should enhance the awareness of acting as a "bridge" for Sino-foreign communication, translate Chinese culture into cross-cultural contexts, export it to the world, eliminate cultural misunderstandings, establish an objective image of China, and let the world "read" China The English education should enhance the awareness of "bridge" between China and international society.Translate Chinese culture into cross-cultural contexts, export it to the world, eliminate cultural misunderstandings, establish an objective image of China, and let the world "read" China.

## 4. To Promote Good Storytelling of China

### 4.1. Ideals and beliefs add strength to cultural exchange

Under the guidance of Marxism, enhance the political awareness in English education, reflect the core values of socialism with Chinese characteristics in English education, and better cultivate talents who love the Party and the country and socialism who tell the story of China to the world. To understand the mission of cultural exchange in conjunction with the great rejuvenation of the Chinese nation, to form a sense of responsibility for building a modern and powerful socialist country with Chinese characteristics,promoting China's deep mission of expanding its international influence and enhancing its cultural soft power. The cultivation of social responsibility for English education is conducive to guiding society to form a high degree of self-awareness in exporting Chinese culture to the outside world. The cultivation of political consciousness in English education can greatly enhance the influence of ideological and political education work in the field of English education, which has a co-promotional significance for the cultivation of English knowledge and ideological and political quality. Implementing ideals and beliefs into China's foreign exchanges and international narratives will greatly boost China's spiritual outlook to the world and better build a China that stands in the center of the world in the new era.

### 4.2. Social needs support the communication channels

The application surface of English education professional skills, the counterpart business of the talents cultivated by English education, and the degree of English education understood and supported by the society will be greatly enhanced through the optimization of the local, practical and innovative English education. More importantly, for English education in colleges and universities, the broadening of the social application of English majors and the increase of people's recognition will undoubtedly greatly improve the current problem of cold enrollment and difficult employment of graduates in English-related majors, which is crucial for the realistic consideration of the development of English education. For the project of building China's image, building professional and systematic talents is an essential step,that means a key step to tell the Chinese story better while facing international changes and public opinion risks.

### 4.3. Culture Confidence

Cultural self-confidence is the spiritual power of nationhood and the powerful spiritual power embedded in the road of socialist cultural development with Chinese characteristics under the correct leadership of the Communist Party of China. Cultural self-confidence is the embodiment of the bottom and strength of telling the Chinese story. As the main body of cultural export, the carrier role of English education for Chinese and foreign cultural exchange must rely on strong cultural self-confidence. The psychological quality of how to firmly make China's voice heard, resolutely defend China's form and adhere to China's legitimate national interests in the face of international challenges or even threats that should be included in English education must be carried by cultural self-confidence. Cultural self-confidence is a scientific and correct concept and consciousness that can stimulate the subjective initiative of all Chinese people" (He Xingliang, 2022) For telling a good Chinese story, the people are the most fundamental and widespread force, the creators and enjoyers of socialist culture with Chinese characteristics. It is impossible not to rely on the people if you want to tell a good Chinese story. For telling the Chinese story well in the long run and widely, through English education, cultural confidence will be established in the hearts of the English-educated people and then in the hearts of all the people, forming the universal participation, pride and voice of the Chinese voice.

## 5. Conclusion

On the journey of Chinese-style modernization, carrying the mission of telling the Chinese story is a mission given by the people and history, and continuous optimization is an important vehicle for practicing the great historical mission to help the great journey of socialist development with Chinese characteristics through English education, so that the world can read China and let the Chinese story, Chinese ideas and Chinese wisdom bring happiness and tranquility to the people of the world. The construction of a new international economic and political order in line with historical development trends cannot be achieved without China's important contribution, and this historic achievement requires the Chinese people, under the correct leadership of the Communist Party of China, to continue their struggle to tell the world an objective, true and comprehensive China, so that the people of the world can better read and understand China, and spread culture and cultivate talents through the bridge and atlas of English education. The perfection of English education will greatly concern the construction of China's international image and the development of the cause of foreign exchange. Education plays a fundamental role in the country's economic and social development, and for the characteristics of both the cross-cultural attributes of English education and the internalized attributes of the education system, we must pay attention to the discipline construction of English education, strengthen the leadership of political construction, firmly grasp the ideological orientation of English education, and set up the Only then can English education pave the path of China's image to the world. China is increasingly becoming a major power in the world, and Chinese modernization is a modernization that follows the road of peaceful development, without alliances and hegemony. The demand for talents trained by English education will become more and more vigorous in the future, and higher requirements will be put forward for the practical level of English education, which requires English education not to follow blindly, not to copy, not to keep to the old ways, and to actively participate in shaping China's image as a major power on the basis of practice, in line with the The new international order will be established, and English education will be designed and promoted in a more autonomous way, so that it can be used by us and for us. China's growing comprehensive national power and the brilliant achievements of Chinese culture are strong pillars of cultural self-confidence, and English education must likewise establish a high degree of cultural self-confidence in order to properly treat and handle cultural exchanges between China and foreign

countries, to ensure national cultural security, and to adhere to the path of socialist cultural development with Chinese characteristics.

This paper focuses on the path of English education's role in telling the Chinese story, and the main objects of analysis are China's own specific national conditions and Chinese English education. For the ever-changing world, technology and international politics will have a variable and time-varying impact on the construction of China's image. The study of China's international image or cross-cultural English education should be combined with the latest practices of the times and the specific forms of the international community in order to develop continuously and better provide academic value and guidance. The study of China's international image and intercultural English education should be developed in the light of the latest practices and the specific forms of the international community, in order to provide better academic value and guidance for practice.

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