

Activities to enhance Chinese language and culture skills for sustainable educational development.
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Chinese is considered one of the important languages in the world, as the People's Republic of China is a major power that holds significant influence in social, economic, and political aspects both regionally and globally. It is one of the fastest-growing economies in the world, and the Chinese population is the largest in the world. Therefore, if Thais have knowledge of the Chinese language, it can serve as a tool for communication, research, and knowledge exchange, enabling effective business cooperation. This will help Thailand gain a competitive advantage over other countries in the region.

The promotion of learning about the Chinese language and culture should be carried out by providing knowledge from the beginning, middle, and advanced levels. For this reason, cultivating foundational language skills and communication abilities is a fundamental objective of Chinese language teaching.

For this reason, Dr. Katematu Duangmanee, affiliated with the Chinese Language Program at the school of Education and Liberal Arts, organized a project titled “Chinese Language and Culture Skill Enhancement Activities for Sustainable Education Development.” The project included two types of extracurricular educational activities that are ad-hoc and programmed. The first program involved providing knowledge and skills in Chinese language and culture to students at Chumchonmai School in Thasala district, a local school in the community. This activity was integrated with the course CHI62-312 Chinese Language Teaching, resulting in a collaborative effort among voluntary student-run schemes and Chinese volunteers from the Office of Chinese Language Council International (TOCLCI or HANBAN) who participated in fostering cultural relations between Thailand and China. So, these are the relationships with Chinese government organizations. The second activity was ad-hoc organized by Wat Yang Ngam School in Thasala district, where the school hosted an academic camp focused on language and culture for students. In terms of collaboration with government agencies, this involved the Chumchonmai School, Wat Yang Ngam School, and the Nakhon Si Thammarat Primary Educational Service Area Office 4, working together with school administrators and personnel in various processes to enhance skills in Chinese language and culture, in line with the goal of sustainable education development (SDG4). The aim was to successfully achieve access to universal standards for higher quality education. Details of both activities were as follows:

1. Education outreach activities beyond campus Undertake educational outreach activities to enhance knowledge of the Chinese language and culture for students at the Chumchonmai School in Thasala district, Nakhon Si Thammarat province. Activities consisted of tailored lectures and practice; involved organizing introductory Chinese language lessons. The content includes greetings, numbers, date-month and vocabulary related to colors, animals, family members, and body parts. In terms of cultural knowledge, there are sessions on practicing Chinese knot tying, Chinese calligraphy, and painting opera masks.



During the period when the project coincided with the Chinese New Year festival, there were special activities involving dressing in traditional Chinese attire or red clothing by both teachers and students of the Chumchonmai School and Walailak University. This was part of an initiative to share knowledge about the Chinese language and culture with the community. The atmosphere of the event created a joyful and lively environment, fostering good relationships between teachers and students. In addition, the principal said that “I wish there were activities like this forever.” Details as follows:



2. Ad-hoc activities provide education and enhance Chinese language skills for students at Wat Yang Ngam School in Thasala district. The kind of activities both tailored lectures and practice. The contents of teaching focus on greetings in Chinese and Chinese numbers, utilizing a process that is activity-based learning.



The project aims to contribute to enhancing knowledge of the Chinese language and culture among participants, inspiring further studies in the Chinese language, and boosting confidence and self-expression among student volunteers in the Chinese language program who participate as key players in driving the activities of teaching Chinese language and culture. Additionally, it is important to note that the Faculty of Education and Liberal Arts at Walailak University has a policy to strengthen educational and research cooperation with the People's Republic of China. Therefore, it is a positive sign that this event includes volunteer teachers from China participating in the activities.

