

Research on the Perception and Evaluation of Chinese Culture Dissemination in Thailand: An Analysis Based on Literature Review and Questionnaire Survey

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Abstract

This study investigates the perception and evaluation of Chinese culture dissemination in Thailand based on a comprehensive analysis of questionnaire survey data and literature review. The research reveals that Thai people generally have a strong interest in Chinese culture, with traditional festivals, film and television, and arts being the most appealing aspects. However, their in-depth understanding of Chinese culture remains insufficient. The study identifies cultural differences and language barriers as key factors hindering the effectiveness of cultural communication. To enhance the international influence of Chinese culture and deepen people-to-people exchanges between China and Thailand, the study proposes a series of countermeasures, including innovating communication concepts, means, and channels; constructing a grand cultural communication pattern; adhering to the principle of "seeking common ground while reserving differences"; and optimizing the discourse system and methods of cultural dissemination. The findings provide valuable insights for promoting cultural exchanges and mutual learning between China and Thailand, and contribute to the building of a community of shared future for mankind.

Key words: Chinese culture communication; Thailand; cultural exchanges; mutual learning; artificial intelligence

※※*Funding: This research was supported by the Humanities and Social Sciences Foundation of Guangzhou (Grant No. 2024GZYB45 广州市哲学社会科学发展“十四五”规划2024年度课题 项目编号: 2024GZYB45)*

1. Introduction

China and Thailand have had close interactions and exchanges since ancient times. Throughout history, cultural exchanges and interactions between China and Thailand have undergone a gradual development from superficial to in-depth. From the 4th to the 13th century, Chinese historical records documented many ancient kingdoms located in present-day Thailand and their interactions with China, laying the foundation for the long-term relationship between the two countries. China and Thailand have enjoyed an abiding friendship that can be traced back well over two millennia. The earliest documented contacts occurred during ancient Chinese dynasties, when maritime expeditions ventured to Thai shores via the ocean-based trade routes later known as the Maritime Silk Road. Sino-Thai bonds continued to grow throughout the later imperial period, culminating in the Ming Dynasty which witnessed the most intense flurry of diplomatic emissary exchanges. Over the ages, China and Thailand have cultivated a profound affinity through wide-ranging collaboration across political, commercial, cultural and myriad other domains. This priceless legacy of historical ties forms the bedrock upon which the two nations' present-day relationship continues to flourish and evolve. The continuous exchanges between China and Thailand have led to the spread of Chinese culture to Thailand, profoundly influencing the development of Thai society. Thai Chinese are the most fully integrated group of overseas Chinese in Southeast Asia, and Thai literature and art are filled with elements of Chinese culture. It can be said that Chinese culture has been integrated into all aspects of Thai social life. Entering the 21st century, Sino-Thai relations have achieved leapfrog development. In 2013, President Xi Jinping proposed the "Belt and Road" initiative, and Thailand became one of the first countries to support and participate in the initiative. In 2019, China and Thailand ushered in a new chapter by establishing a community of common destiny and upgrading bilateral relations to a comprehensive strategic cooperative partnership. Xi Jinping once said, "We should carry forward the special friendship of 'China and Thailand as one family' and build a more stable, more prosperous, and more sustainable China-Thailand community with a shared future." President Xi Jinping underlined the pivotal importance of cross-cultural dialogue and reciprocal learning as a crucial driver for propelling human progress and nurturing worldwide harmony and growth. Cultural interplay forms the cornerstone of constructing a shared future between China and Thailand.

Currently, the pragmatic cooperation between China and Thailand in many fields such as economy, trade, investment, tourism, and education is advancing comprehensively, laying a solid foundation for deepening people-to-people exchanges. At the same time, the strategy of Chinese culture going global is being steadily implemented, and "telling China's story well and spreading China's voice" has become an important strategy for cultural development in the new era. Spreading Chinese culture in Thailand is conducive to enhancing the international influence of Chinese culture and promoting people-to-people

connectivity between China and Thailand, contributing wisdom and strength to building a community with a shared future for mankind.

In the context of the new era, an in-depth exploration of the spread of Chinese culture in Thailand is of great theoretical and practical significance for expanding Sino-Thai people-to-people exchanges and mutual learning, promoting the international dissemination of Chinese culture, and serving the building of the China-Thailand community with a shared future and the community with a shared future for mankind. This paper intends to combine questionnaire surveys and literature analysis from the perspective of exchanges and mutual learning among civilizations. The survey data provides empirical support for analyzing Thai people's cognition and evaluation of Chinese cultural communication. On the one hand, it examines the overall current situation of Chinese cultural communication in contemporary Thailand and reveals Thai people's cognitive level and emotional attitude towards Chinese culture; on the other hand, it analyzes the bottleneck factors restricting Sino-Thai cultural exchanges and proposes optimization paths for expanding Chinese cultural influence and deepening Sino-Thai people-to-people exchanges in the future, with a view to contributing academic strength to serving the building of the China-Thailand community with a shared future and promoting the building of a community with a shared future for mankind.

2. Literature Review

As China's comprehensive national strength continues to rise, international interest in Chinese culture has been growing. Communicative reach is an indicator used to assess the breadth of international coverage of China's voice, while influence is a standard employed to evaluate the persuasive power and depth of transmission of China's narratives. The guiding force and credibility, in contrast, can reflect the extent and level to which Chinese discourse and Chinese concepts have garnered consensus in the global domain (Hou, 2024). Chinese and foreign scholars have conducted extensive and in-depth discussions from the perspectives of cultural soft power and international people-to-people exchanges. Nye (2004) first proposed the concept of "soft power" in his book *Soft Power*, regarding culture as an important component of a country's soft power. Zhao Qizheng (2012) further pointed out that cultural diplomacy should be given equal importance as political diplomacy and economic diplomacy, and that cultural diplomacy should cross languages and cultures, with storytelling being an important way of public diplomacy and cultural diplomacy. In recent years, the "going global" of Chinese culture has become a research hotspot in the domestic academic community. Scholars generally believe that telling China's story well and spreading China's voice are important paths to enhance the country's cultural soft power.

Prevailing scholarship on Sino-Thai cultural interchange, both at home and abroad, has largely zeroed in on the ensuing dimensions: To begin with, mapping out the trajectory of cultural exchange between the two countries from a historical vantage point. Fu Zengyou (2020) analyzed the causes of Sino-Thai cultural exchanges, carefully sorted out the history of ancient and modern Sino-Thai cultural exchanges, and described the rich and colorful forms of Sino-Thai cultural exchanges. Second, assessing the effectiveness of Sino-Thai people-to-people exchanges from a realistic dimension. Skaggs et al. (2024) revealed China's significant growth in influence in Thailand by systematically assessing China's influence in traditional media, social media, overseas Chinese networks, pro-China associations, geo-economics, and geostrategy. Domestic studies generally point out that since the implementation of the "Belt and Road" initiative, Sino-Thai exchanges in education, tourism, local affairs, and other fields have expanded comprehensively, showing a sustained warming trend (Cao Wen et al., 2021; Meng Lijun, 2022). However, factors such as cultural identity differences and language barriers have constrained the depth of exchanges to a certain extent (Lu Rui, 2021). Ma Xiaoxiao studied the practice and connotation of "feedback" in the folk beliefs of overseas Chinese, believing that it helps to understand the resilience of excellent Chinese traditional culture and its relationship with Chinese cultural identity, and is also conducive to more effectively enhancing the Chinese cultural identity of overseas Chinese. Third, discussing the channels and carriers of Chinese cultural communication in Thailand. Some scholars have examined the communication effects of different cultural carriers, such as Chinese language teaching (Huang Lina, 2019) and festival activities (Liu Yue, 2021), providing useful references for innovating working methods. Kanoksilapatham (2013) found through a national survey that due to economic, cultural, and educational reasons, the demand for Chinese language in Thailand is high, but there is a shortage of textbooks and teachers' teaching skills, and there is an urgent need to develop standardized courses and national examinations. Lilasettakul and An (2011) examined the cross-cultural adaptation of Chinese volunteer teachers and found that 74% of teachers worked in Thailand for less than a year, and there was no significant correlation between cross-cultural training and adaptation. Fourth, analyzing the key factors influencing the effectiveness of Chinese cultural communication in Thailand. Most studies believe that Thai people's educational background, Chinese language proficiency, cross-cultural communication experience, etc., are closely related to their perception and evaluation of Chinese culture (Lu Rui, 2021). At the same time, whether cultural content and discourse can be effectively transformed into forms that target audiences are happy to see and hear is also the key to determining the effectiveness of communication (Cao Jing, 2022). Wang Zulei (2018) wrote a preliminary study on the correlation between Chinese language dissemination and Chinese image perception among the Thai public, using word association and written interviews to survey the Thai public and conduct research on China's image. Thai scholar Kitt

Prasirtsuk analyzed the practice of Chinese cultural diplomacy in Southeast Asia, emphasizing the important role of cultural identity in bilateral relations.

3. Questionnaire Design and Data Description

This chapter conducts a comprehensive and multi-dimensional analysis of the current state of Chinese cultural cognition among respondents in Thailand, primarily based on questionnaire survey data and existing secondary data. First, it introduces the questionnaire design ideas and content, as well as the basic information of the data. Second, through descriptive statistical analysis, it sorts out the demographic characteristics of the sample and related background factors. Third, it focuses on discussing the data distribution and characteristics of Thai people's overall cognition, interested content, evaluation, and other aspects of Chinese culture, revealing the current situation of Chinese cultural communication in Thailand. Finally, it explores the key factors influencing their cultural cognition, striving to provide a multi-dimensional outline of the cognitive landscape of Chinese cultural communication in Thailand, offering decision-making references for further deepening Sino-Thai people-to-people exchanges.

3.1 Sample Characteristics Analysis

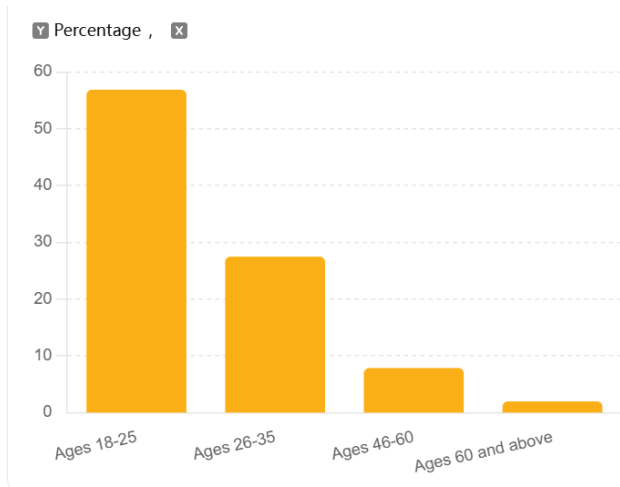


Figure 1. Age Distribution of Survey Sample

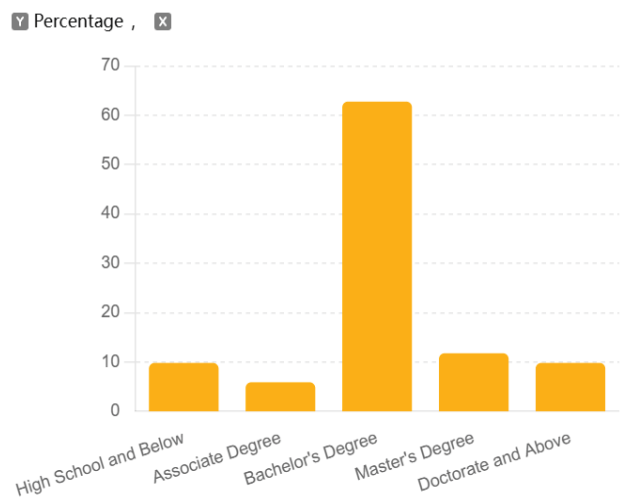


Figure 2. Highest Educational Attainment

This study adopts a self-designed questionnaire, which mainly includes the basic information of the respondents, overall cognition of Chinese culture, interested cultural content, exposure to communication channels, evaluation of communication effects, and problems and optimization suggestions in communication. To ensure the quality of the survey, the questionnaire has undergone multiple rounds of revisions and finally formed a complete Thai version. The survey targets a majority of the Thai public, as well as long-term residents in Thailand with a Thai language learning background, and questionnaires are distributed through online channels. A total of 51 valid questionnaires were collected. The survey was conducted from mid-to-late June to July 3, 2024, and distributed through the Questionnaire Star software.

The sample is mainly composed of young people, with 84.31% aged between 18-35, and more than half are young people aged 18-25, mainly students. The overall education level is relatively high, with 84.31% of respondents having a bachelor's degree or above, and more than 20% having a master's degree or above. Highly educated people occupy the main body of the sample. The occupations are mainly students (47.06%) and education and research personnel (21.57%), with the two accounting for nearly 70%, reflecting that intellectuals and young students are the main force among the respondents. However, the sample also includes government officials, corporate employees, self-employed individuals, and people from all walks of life, which is conducive to a comprehensive examination of the differences in cultural cognition among different groups. Although the sample size is small, it can reflect the characteristics and problems of Chinese cultural communication in Thailand to a certain extent.

3.2 Analysis of the Current Situation of Thai People's Cognition of Chinese Culture

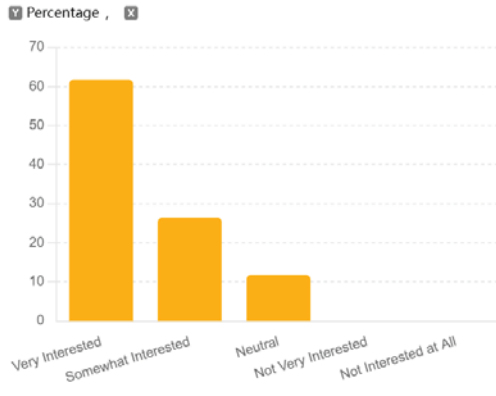


Figure 3. Overall Impression of Chinese Culture

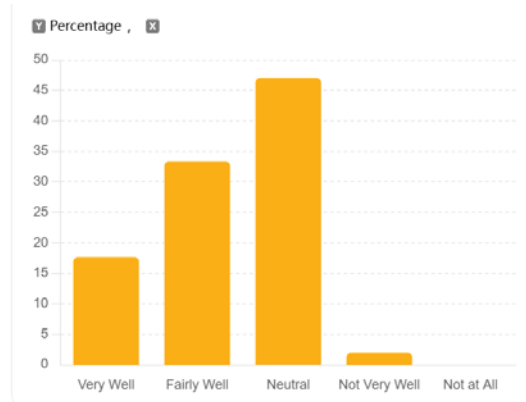


Figure 4. The understanding of Chinese culture

3.2.1. High recognition, but limited in-depth understanding.

The survey shows that 86.28% of respondents believe that Chinese culture holds a "very important" or "relatively important" position in world culture. This indicates that Chinese culture has a high level of attractiveness in Thailand, and Thai people generally have a strong desire to understand Chinese culture. 88.23% of respondents expressed that they are "very interested" or "relatively interested" in Chinese culture. This shows that the level of recognition and importance of Chinese culture in Thailand is very high. However, the following data reflects that the respondents' cognitive level of Chinese culture is not high. Only about half (50.98%) of the respondents believe that the Thai public "fully understands" or "relatively understands" Chinese culture, 47.06% chose "generally understands," and a few "do not quite understand." This is also consistent with 33.33% of respondents choosing "general" when asked if they can resonate with Chinese culture upon contact. It can be seen that although Thai people have a strong interest in Chinese culture, their comprehensive and in-depth understanding of it is still insufficient. Enhancing their cognition of Chinese culture from the surface to the inside and from shallow to deep is the top priority of future work. At the same time, as high as 45.1% of respondents considered cultural differences to be the biggest obstacle to understanding Chinese culture at present, and 35.29% regarded language barriers as an important constraining factor. Notwithstanding the recent efflorescence of grassroots connections between China and Thailand, it is manifest that noteworthy linguistic and cultural chasms endure. Thais' apprehension of Chinese culture stays relatively superficial, wanting in systematic profundity and nuanced discernment. Chen, K. (2009) Language is the most important tool for human beings to represent the world and realize communication. However, the recent advent of artificial intelligence and the dawning of the large model epoch seem to be diminishing the gravity of this hurdle. The differences in culture and the lack of mutual trust and understanding have become the biggest gap for Thai people to understand Chinese culture. In addition, three respondents in the questionnaire mentioned that some Chinese tourists in Thailand lack civilized qualities, which affects Thai people's impression of China. This is similar to the findings of the study "A Preliminary Study on the Correlation between Chinese Language Communication and Public Perception of China's Image in Thailand," which found that Sino-Thai cultural differences have led to some stereotypes and misunderstandings of Chinese culture among Thai people, mainly reflected in aspects such as speech and behavior, civilized quality, Made in China, tourist behavior, and views on gender equality. These stereotypes and fallacies not only echo the disparities between China and Thailand in terms of cultural milieu, value frameworks, and behavioral conventions but also underscore particular deficits in the global transmission of Chinese culture.

3.2.2 Interested content: equal emphasis on tradition and modernity, highlighting the spiritual level.

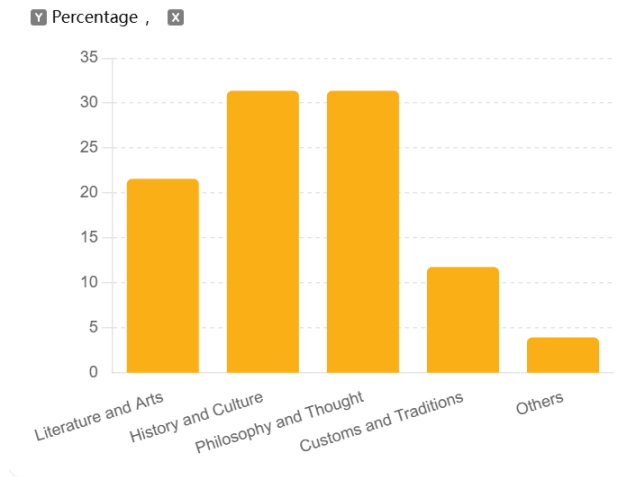


Figure 5. Which aspects of Chinese culture people are most interested in (multiple choice)

In terms of traditional culture, the survey data shows that calligraphy, painting, folk art, poetry, and songs are all favored, and a few respondents also chose Chinese martial arts. This survey shows that among the many traditional Chinese festivals, the Spring Festival is the most popular among Thai people, with a selection ratio as high as 82.35%. This is consistent with the research results of Liu Yue (2021). Liu Yue's (2021) survey of Thai university students found that the respondents' awareness of typical Spring Festival elements such as Spring Festival couplets, dumplings, and red envelopes was relatively high, with an average of over 80%. At the same time, among the other options, two respondents chose the Qingming Festival, indicating that the tradition of Qingming ancestor worship is also highly preserved and inherited among the Chinese ethnic groups in Thailand.

Regarding the Chinese cultural content of interest, Chinese films and TV dramas (55.88%) are the most attractive to Thai people, followed by Chinese traditional festivals, food, history, etc. In the realm of present-day culture, Chinese cinematic and television creations have garnered the utmost acclaim, vividly exhibiting the immense magnetism of China's film and TV culture in Thailand. In recent years, more and more outstanding Chinese film and television works have entered the Thai market, building an important bridge for Sino-Thai cultural exchanges. The next step should be to deeply explore the viewing preferences of Thai audiences and create more excellent film and television works that are closely related to Thailand's national conditions and close to the lives of Thai people, so as to enhance the international dissemination power and influence of Chinese culture. The respondents' love for historical culture and philosophical thought in the spiritual and cultural aspects reached 31.37%, and the proportion of literature and art was 21.57%. Chinese philosophical thoughts and value concepts have a certain influence in Thailand. Tran Quoc Vuong (2018) believes that the core ideas of "benevolence, righteousness, propriety, wisdom, and trust" in Confucian culture are in line with Thailand's inherent concept of honor. The concept of a community with a shared future for mankind proposed by President Xi Jinping also has many similarities with some Buddhist thoughts. The survey also shows that 44.12% of respondents are most interested in Chinese contemporary culture.

3.2.3 Equal emphasis on official and private channels for information dissemination.

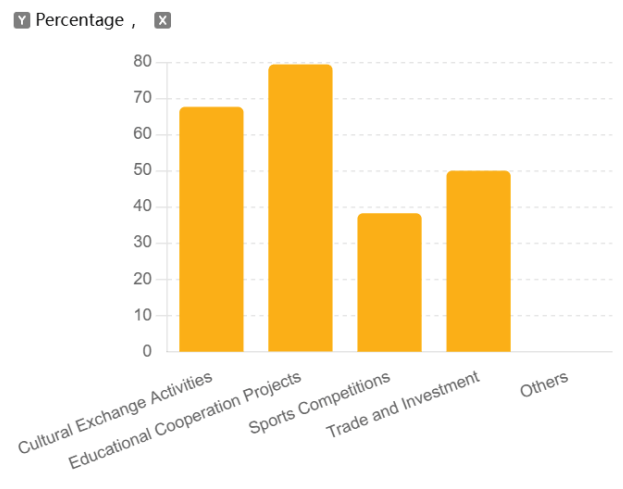


Figure 6. Forms that help enhance the understanding of Chinese culture (multiple choice)

Official channels are important positions for Chinese cultural communication. This survey shows that 73.53% of respondents believe that educational and cultural institutions are channels conducive to promoting Chinese cultural communication. Thailand has the largest number of Confucius Institutes in Southeast Asia. As of 2024, Thailand has a total of 16 Confucius Institutes and 11 Confucius Classrooms, distributed in major cities such as Bangkok, Chiang Mai, Khon Kaen, and Songkhla, as well as universities and secondary schools in other provinces. They have become important platforms for Sino-Thai cultural exchanges. They provide convenience for local universities and regions in Thailand to learn Chinese and understand Chinese culture, and also make positive contributions to the further development of Sino-Thai relations. The survey also found that 58.82% of respondents prefer to learn about Chinese culture through mainstream media. It can be seen that the leading role of media in cultural communication is still prominent. In recent years, emerging channels such as online social media like Tik Tok, Facebook, and online lectures have also become important channels for Thai people to learn about China, and private channels are also a new force in communication. At the same time, 72.55% of respondents believe that tourism projects contribute to the spread of Chinese culture. Sino-Thai interconnectivity and people-to-people exchanges are becoming more frequent. It is necessary to make full use of major project constructions such as the Greater Mekong Subregion cooperation, China-Laos Railway, and Pan-Asian Railway to create themed tourism routes and integrate Chinese cultural elements into scenic spots.

3.2.4 It is hoped that technology empowerment, along with intelligent and immersive experiences, will enhance the appeal of Chinese culture.

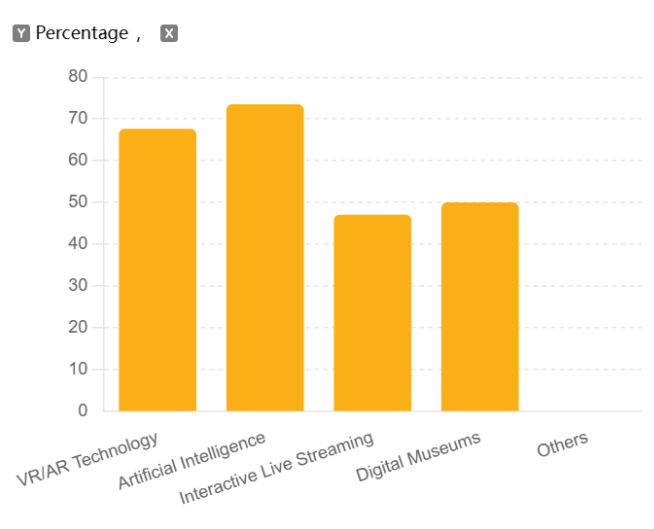


Figure 7. The melding of Chinese culture with pioneering technology (multiple choice)

As we traverse the era of artificial intelligence, the interweaving of technology and culture is growing ever more intricate, with intelligent and immersive encounters surfacing as trailblazing conduits for magnifying the allure of Chinese culture. In the survey, artificial intelligence (70.59%) and VR/AR technology (66.67%) received the most attention, reflecting Thai people's expectations for intelligent and immersive cultural experiences. At the same time, digital museums (58.82%) and interactive live streaming (49.02%) also have considerable development potential. In addition, films, TV dramas, music, food, tourism, etc. are also effective cultural communication carriers, indicating that while technology develops, content creativity and cultural charm are still the core elements of cultural communication. In the future, China should follow the development trend of the intelligent era, creatively combine cutting-edge technologies with Chinese culture, and create a more three-dimensional, vivid, and attractive cultural image. At the same time, it should continue to give full play to the role of traditional cultural carriers such as films and TV dramas, tell Chinese stories well, and spread Chinese voices.

4. Conclusions and Implications

4.1 Research conclusions

This study used a combination of literature review and questionnaire survey methods, based on the perspective of exchanges and mutual learning among civilizations, to examine the current situation of Chinese cultural communication in Thailand and Thai people's cognitive evaluation. The study found: First, Thai people are generally interested in Chinese culture, but their cognition needs to be improved. Second, in terms of cultural content preferences, film and television works and traditional festivals are the most popular, reflecting the characteristics of taking into account contemporary and traditional aspects, and emphasizing participatory experience and cultural connotations. Third, the channels for Chinese cultural communication in Thailand are becoming increasingly diverse, presenting a new pattern of joint efforts between official and private sectors, as well as the integration of online and offline platforms. Fourth, Chinese cultural communication in Thailand has made positive progress, but there is still a long way to go in enhancing cultural identity. Fifth, cultural chasms engender cognitive distortions and misconceptions, and vanquishing prejudices entails equitable dialogue, pursuing common ground while honoring differences, and mutual edification. In sum, the transmission of Chinese culture in Thailand finds itself at a new historical crossroads, grappling with both extraordinary opportunities and pragmatic impediments. It should follow the trend of intelligence, innovate ideas, enrich means, expand channels, and promote the transformation of cultural communication from a scale-oriented model to a quality and efficiency-oriented one, injecting new impetus into deepening Sino-Thai cultural exchanges and promoting people-to-people connectivity. Simultaneously, the culmination bestows the ensuing insights for augmenting public perception and potency of Chinese culture in Thailand.

1. Grasp the new development stage, follow the trend of intelligence, and strengthen the innovation of ideas, means, and channels for cultural communication. Focus on areas that Thai people enjoy, such as film and television and festivals, use technological means such as VR/AR and AI to create immersive experiences, and launch more excellent works that combine Sino-Thai wisdom and reflect humanistic feelings. At the same time, actively give play to the unique advantages of

Thai Chinese, encourage them to participate deeply in Sino-Thai cultural exchanges, and play a "feedback" role in cultural communication. Vigorously promote Chinese culture, present a positive image of Chinese tourists being civilized, friendly, and hospitable, and enhance the soft power of Chinese culture.

2. Accelerate the construction of a large-scale cultural communication pattern that is compatible with the "Belt and Road." Further improve the Chinese language and culture promotion system with Confucius Institutes as the leader and various cultural institutions as support. Dynamically amplify the capacities of Confucius Institutes, orchestrate a scintillating mosaic of cultural immersion enterprises, and sculpt them into cardinal conduits for Sino-Thai grassroots interchanges. Deepen cooperation with mainstream Thai media, give full play to the unique role of overseas Chinese and international students, and consolidate the foundation of public opinion. Buttress the evolution of Thai Chinese associations and intensify the authority of Chinese media. Exploit the resource virtues of overseas Chinese in realms such as economy, trade, science and technology, and education, and galvanize pragmatic synergy between China and Thailand.

3. Innovate people-to-people exchange methods and create distinctive cultural exchange brands. Actively develop new forms of people-to-people exchanges such as study tours and cultural volunteer services. Relying on China's unique humanistic and natural resources, develop cultural tourism boutique routes with distinctive themes and rich experiences, so that Thai people can enhance their cognition and recognition of Chinese culture while "walking in China." Support exchanges between young students of the two countries, carry out joint research, exchange internships, and other projects, and cultivate successors for Sino-Thai friendship. Vigorously advocate for Chinese culture and raise the civilizational stature of Chinese denizens. Strengthen the guidance and education of Chinese tourists, regulate their words and deeds, and present a good image of Chinese tourists being enthusiastic, friendly, civilized, and polite. Encourage Chinese-funded enterprises in Thailand to actively fulfill their social responsibilities, participate in public welfare activities, and establish the image of a responsible major country. Convey China's goodwill through practical actions, eliminate stereotypes, and enhance the feelings between Chinese and Thai people.

4. Uphold the concept of "seeking common ground while reserving differences and mutual learning," and build a bridge of people-to-people communication through equal exchanges. Treat cultural differences with an open and inclusive attitude, seek common ground while reserving differences, and harmony without uniformity on the basis of mutual respect. Encourage Thai Chinese to actively inherit and promote excellent traditional Chinese culture, enhance cultural confidence, and play the role of a "cultural bridge." Use overseas Chinese as a link to create conditions to promote in-depth and lasting friendly exchanges in various fields, carry out diverse cultural exchange activities, and build a communication platform for Chinese and Thai people. Emphasize the cultivation of bilingual prowess, reinforce cross-cultural communication dexterity, disperse misconceptions, and cement mutual assurance.

5. Optimize the discourse system and communication methods of Chinese culture's international communication. Explore the convergence points of Chinese and Thai cultures, and use popular, vivid, and easy-to-accept expressions to explain Chinese concepts. Innovate new dialogue models to resolve differences. Equip Thai Chinese media to revolutionize cultural parlance, expand expressive modalities, and recount Chinese narratives and promulgate Chinese voices in fashions that captivate Thai audiences. Amplify brand cultivation, polish cultural insignia imbued with present-day merit, widely trumpet the harvests of Sino-Thai cultural interchanges, illuminate the vivid praxis of China and Thailand joining hands and collaborating for shared prosperity, exhibit China's refreshed visage and pioneering endeavors, and accentuate cultural rapport.

4.2 Limitations and Suggestions for further study

While this study provides valuable insights into Thai people's perceptions and evaluations of Chinese culture communication, it is not without limitations. The primary limitation lies in the relatively small sample size (N=51), which may not be fully representative of the diverse Thai population. Future research should aim to expand the sample size and ensure a more balanced representation across various demographic segments, such as age, education, and occupation. A larger and more diverse sample would enhance the generalizability of the findings and provide a more comprehensive understanding of how Chinese culture is perceived and received in Thailand.

In general, Sino-Thai people-to-people exchanges are in a period of leaping from "quantity" to "quality." The focus of future work is to take culture as the soul and education as the foundation, improve the three-dimensional communication network that combines tradition and modernity, online and offline, and while expanding the breadth of exchanges, focus on expanding the depth of exchanges, so as to lay a solid foundation of public opinion for deepening the construction of the China-Thailand community with a shared future.

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Appendix

แบบสอบถามเกี่ยวกับสถานการณ์ปัจจุบันของความตรงและความเที่ยงในการเผยแพร่วัฒนธรรมจีนในต่างประเทศ

(ฉบับสำหรับผู้รับสารในต่างประเทศ)

เรียนท่านผู้ตอบแบบสอบถาม

ขอขอบพระคุณเป็นอย่างยิ่งที่ท่านได้สละเวลาอันมีค่าอย่างยิ่งเพื่อตอบแบบสอบถามฉบับนี้
 พวกเราเป็นที่วิจัยจากมหาวิทยาลัยภาษาและการค้าต่างประเทศกวางตุ้ง
 ขณะนี้กำลังดำเนินโครงการวิจัยเกี่ยวกับการเผยแพร่วัฒนธรรมจีนสู่ระดับนานาชาติ
 แบบสอบถามครั้งนี้มีวัตถุประสงค์เพื่อทำความเข้าใจสถานการณ์ในปัจจุบันของการเผยแพร่วัฒนธรรมจีนในต่างประเทศ
 การตอบรับของผู้รับสาร และบทบาทของการเผยแพร่
 เพื่อให้ข้อเสนอแนะในการยกระดับอิทธิพลของวัฒนธรรมจีนในเวทีโลกต่อไป

พวกเราขอเชิญชวนท่านเข้าร่วมการสำรวจครั้งนี้ด้วยความจริงใจ
 ความคิดเห็นและข้อเสนอแนะของท่านล้วนมีคุณค่าต่องานวิจัยของเราเป็นอย่างยิ่ง
 พวกเราขอให้คำมั่นสัญญาว่าจะปฏิบัติตามหลักเกณฑ์ทางวิชาการและจรรยาบรรณอย่างเคร่งครัด
 จะเก็บรักษาข้อมูลทั้งหมดที่ท่านให้มาเป็นความลับ และจะนำไปใช้เพื่อการศึกษาวิจัยทางวิชาการเท่านั้น
 แบบสอบถามฉบับนี้ไม่ระบุชื่อผู้ตอบ จึงขอให้ท่านตอบด้วยความสบายใจ
 การมีส่วนร่วมของท่านจะเป็นส่วนสำคัญที่จะช่วยให้เกิดการแลกเปลี่ยนระหว่างวัฒนธรรมจีนและต่างชาติ
 พวกเราขอแสดงความขอบคุณต่อท่านเป็นอย่างสูงมา ณ ที่นี้ด้วย

ส่วนที่ 1 ข้อมูลพื้นฐาน (โปรดกรอกข้อความหรือตัวเลขในช่องว่างที่มีเส้นใต้ สำหรับข้อที่มีตัวเลือก โปรดทำเครื่องหมาย "✓"
 ในตัวเลือกที่ตรงกับคำตอบของท่าน)

1. สัญชาติของท่าน

A. เอเชีย B. อเมริกาเหนือ C. อเมริกาใต้ D. ยุโรป E. แอฟริกา F. โอเชียเนีย โปรดระบุประเทศ: _____

2. ช่วงอายุของท่าน A. 18-25 ปี B. 26-35 ปี C. 36-45 ปี D. 46-60 ปี E. มากกว่า 60 ปี

3. วุฒิการศึกษาสูงสุดของท่าน

A. มัธยมศึกษาหรือต่ำกว่า B. อนุปริญญา C. ปริญญาตรี D. ปริญญาโท E. ปริญญาเอกขึ้นไป

4. อาชีพของท่าน

A. ข้าราชการ/งานบริการสาธารณะ B. การศึกษา/การวิจัย C. การเงิน/ธุรกิจ D. วัฒนธรรม/สื่อมวลชน E.
 การแพทย์/สาธารณสุข F. นักเรียน/นักศึกษา G. อื่นๆ (โปรดระบุ: _____)

ส่วนที่ 2 เนื้อหาหลัก

(โปรดทำเครื่องหมาย "✓" ในตัวเลือกที่ตรงกับความเป็นจริงของท่าน คำถามไม่มีคำตอบที่ถูกหรือผิด
 โปรดตอบตามความเป็นจริง)

A. การรับรู้เกี่ยวกับการเผยแพร่

1. ท่านรู้จักวัฒนธรรมจีนผ่านช่องทางใดเป็นครั้งแรก

A. สื่อข่าว B. หลักสูตรวัฒนธรรม C. กิจกรรมท่องเที่ยว D. หนังสือและสิ่งพิมพ์ E. อื่น ๆ (โปรดระบุ: _____)

2. ความประทับใจโดยรวมของท่านต่อวัฒนธรรมจีนเป็นอย่างไร

A. สนใจมาก B. ค่อนข้างสนใจ C. ปานกลาง D. ไม่ค่อยสนใจ E. ไม่สนใจเลย

3. ในการทำความเข้าใจวัฒนธรรมจีน ท่านคิดว่าอุปสรรคที่ใหญ่ที่สุดคืออะไร

A. อุปสรรคทางภาษา B. ความแตกต่างทางวัฒนธรรม C. ขาดช่องทางในการเข้าถึง D. เนื้อหายากต่อการทำความเข้าใจ E.
 อื่นๆ (โปรดระบุ: _____)

4. ท่านคิดว่าในประเทศของท่าน ประชาชนทั่วไปมีความรู้เกี่ยวกับวัฒนธรรมจีนในระดับใด

A. เข้าใจเป็นอย่างดี B. เข้าใจค่อนข้างมาก C. ปานกลาง D. ไม่ค่อยเข้าใจ E. ไม่เข้าใจเลย

5. ท่านสนใจยุคประวัติศาสตร์ใดของวัฒนธรรมจีนมากที่สุด

A. ตั้งแต่ยุคโบราณถึงราชวงศ์ฉินและฮั่น B. ราชวงศ์เว่ย จิ้น สุยและถัง C. ราชวงศ์ซ่ง หยวน หมิงและชิง D. ยุคปัจจุบัน E.
 ไม่เข้าใจทุกยุค

6. ท่านคิดว่าวัฒนธรรมจีนมีสถานะอย่างไรในวัฒนธรรมโลก

A. สำคัญมาก B. ค่อนข้างสำคัญ C. ปานกลาง D. ไม่ค่อยสำคัญ E. ไม่สำคัญเลย

7. ท่านคิดว่าแก่นแท้ของจิตวิญญาณของชนชาติจีนคืออะไร

- A. ความรักชาติ B. ลัทธิส่วนรวม C. การต่อสู้อย่างยากลำบาก D. ความขยันและประหยัด E. อื่นๆ (โปรดระบุ: _____)
- B. ความชอบด้านเนื้อหา
8. ในแง่มุมต่างๆ ของวัฒนธรรมจีน ท่านสนใจด้านใดมากที่สุด
- A. วรรณกรรมและศิลปะ B. ประวัติศาสตร์และวัฒนธรรม C. ปรัชญาความคิด D. ขนบธรรมเนียมประเพณี E. อื่นๆ (โปรดระบุ: _____)
9. ท่านชอบรูปแบบใดมากที่สุดในการทำความรู้จักวัฒนธรรมจีน
- A. อ่านข้อความ B. ผลงานภาพยนตร์และโทรทัศน์ C. การสัมผัสประสบการณ์ตรง D. การบรรยายโดยผู้เชี่ยวชาญ E. อื่นๆ (โปรดระบุ: _____)
10. ในเนื้อหาประเภทวัฒนธรรมดั้งเดิม ท่านคิดว่าอะไรเป็นตัวแทนของลักษณะเฉพาะของวัฒนธรรมจีนได้ดีที่สุด
- A. บทกวี บทเพลง B. ละครพื้นบ้านและศิลปะการแสดง C. การเขียนพู่กันและจิตรกรรมจีน D. ดนตรีคลาสสิก E. อื่น ๆ
11. ในเนื้อหาประเภทวัฒนธรรมร่วมสมัย ท่านคิดว่าประเภทใดดึงดูดท่านมากที่สุด
- A. ภาพยนตร์และละครโทรทัศน์ B. ดนตรียอดนิยม C. วรรณกรรมสมัยใหม่ D. การออกแบบแฟชั่น E. อื่นๆ (โปรดระบุ: _____)
12. ท่านชอบเทศกาลตามประเพณีของจีนเทศกาลใดมากที่สุด
- A. ตรุษจีน B. เทศกาลโคมไฟ C. เทศกาลตวันอู่ D. เทศกาลวันไหว้พระจันทร์ E. อื่นๆ (โปรดระบุ: _____)
13. ท่านอยากสัมผัสประสบการณ์ศิลปะงานฝีมือแบบดั้งเดิมของจีนประเภทใดมากที่สุด
- A. จั้ว B. โทเก้ก C. พู่กันจีน D. ศิลปะการชงชา E. อื่นๆ (โปรดระบุ: _____)
14. ท่านชอบสถานที่ใดในประเทศจีนมากที่สุด
- A. ปักกิ่ง B. เซี่ยงไฮ้ C. ซืออัน D. กว่างโจว E. ชินเจียง F. อื่นๆ (โปรดระบุ: _____)
15. ท่านหวังว่าภาษาที่ใช้ในการเผยแพร่วัฒนธรรมจีนสู่ต่างประเทศควรเป็นภาษาใด
- A. ภาษาจีน B. ภาษาอังกฤษ C. ภาษาท้องถิ่น D. การผสมผสานหลายภาษา E. อื่นๆ (โปรดระบุ: _____)
- C. การประเมินการเผยแพร่
16. ท่านคิดว่าผลโดยรวมของการเผยแพร่วัฒนธรรมจีนไปยังต่างประเทศในปัจจุบันเป็นอย่างไร
- A. ดีมาก B. ค่อนข้างดี C. ปานกลาง D. ค่อนข้างแย่ E. แย่มาก
17. ในการสัมผัสเนื้อหาวัฒนธรรมจีน มีระดับใดที่สามารถสร้างความรู้สึกคล้อยตามให้กับท่านได้
- A. สามารถได้อย่างสมบูรณ์ B. สามารถได้ค่อนข้างมาก C. ปานกลาง D. สามารถได้ค่อนข้างน้อย E. ไม่สามารถเลย
18. ท่านคิดว่าปัญหาที่ใหญ่ที่สุดของการเผยแพร่วัฒนธรรมจีนไปยังต่างประเทศในปัจจุบันคืออะไร
- A. อุปสรรคด้านภาษา B. ความแตกต่างทางวัฒนธรรม C. ความเหมือนกันของเนื้อหา D. รูปแบบการเผยแพร่ที่เป็นแบบเดียว E. อื่นๆ (โปรดระบุ: _____)
19. ท่านคิดว่าวัฒนธรรมจีนได้รับการเคารพอย่างเต็มที่ในกระบวนการเผยแพร่ไปยังต่างประเทศหรือไม่
- A. ได้รับความเคารพอย่างเต็มที่ B. ได้รับความเคารพค่อนข้างมาก C. ปานกลาง D. ไม่ค่อยได้รับความเคารพ E. ไม่ได้ได้รับความเคารพเลย
20. เมื่อเปรียบเทียบกับวัฒนธรรมของประเทศอื่น ๆ ท่านคิดว่าวัฒนธรรมจีนมีอิทธิพลในระดับนานาชาติอย่างไร
- A. แข็งแกร่งมาก B. ค่อนข้างแข็งแกร่ง C. ปานกลาง D. ค่อนข้างอ่อนแอ E. อ่อนแอมาก
- D. ข้อเสนอแนะในการเผยแพร่

21. ท่านคิดว่าวัฒนธรรมจีนที่ก้าวไปสู่โลกยังจำเป็นต้องให้ความสำคัญกับด้านใดบ้าง
- A. ยกระดับความน่าสนใจของเนื้อหาวัฒนธรรม B. เพิ่มความหลากหลายของรูปแบบผลิตภัณฑ์ C. เสริมสร้างปฏิสัมพันธ์กับผู้รับสาร D. เน้นความแตกต่างของภูมิหลังข้ามวัฒนธรรม E. อื่นๆ (โปรดระบุ: _____)
22. ท่านคิดว่าช่องทางใดจะเป็นประโยชน์มากกว่าสำหรับการส่งเสริมการเผยแพร่วัฒนธรรมจีน
- A. สื่อกระแสหลัก B. สถาบันการศึกษาและวัฒนธรรม C. โครงการท่องเที่ยว D. อุตสาหกรรมสร้างสรรค์ทางวัฒนธรรม E. อื่นๆ (โปรดระบุ: _____)
23. ท่านเสนอแนะว่าในการเผยแพร่วัฒนธรรมจีนไปยังต่างประเทศควรเน้นกลุ่มคนใด
- A. นักเรียนประถมและมัธยม B. นักศึกษามหาวิทยาลัย C. ผู้ประกอบอาชีพทางวัฒนธรรม D. นักท่องเที่ยว E. อื่นๆ (โปรดระบุ: _____)
24. ท่านคิดว่าผ่านรูปแบบใดจึงจะช่วยส่งเสริมความเข้าใจของประชาชนในประเทศต่างๆที่มีต่อวัฒนธรรมจีนได้
- A. กิจกรรมแลกเปลี่ยนทางวัฒนธรรม B. โครงการความร่วมมือทางการศึกษา C. การแข่งขันกีฬา D. การค้าและการลงทุน E. อื่นๆ (โปรดระบุ: _____)
25. ท่านคิดว่าวัฒนธรรมจีนควรผสมผสานรวมกับเทคโนโลยีสมัยใหม่อย่างไรเพื่อเพิ่มประสิทธิภาพในการเผยแพร่
- A. เทคโนโลยี VR/AR B. ปัญญาประดิษฐ์ C. การถ่ายทอดสดแบบโต้ตอบ D. พืชภัณฑ์ดิจิทัล E. อื่นๆ (โปรดระบุ: _____)
26. สำหรับการยกระดับอิทธิพลระหว่างประเทศของการเผยแพร่วัฒนธรรมจีน ท่านมีข้อเสนอแนะอื่นๆ อีกหรือไม่