



การประชุมวิชาการนำเสนอผลงานวิจัยระดับชาติ ครั้งที่ 4
“GRADUATE SCHOOL CONFERENCE 2022 iHappiness: ความสุขและคุณภาพชีวิตที่ดีอย่างยั่งยืนในยุคสังคมดิจิทัล”

Investigation and Analysis of the Popularization of Mandarin in Colleges and Universities in Yunnan Province and Countermeasures Research -- taking Yunnan Technology and Business College as an example

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Abstract

The popularization of Putonghua in colleges and universities is an important link that cannot be ignored in the current national language work. With the continuous expansion of the scale of universities and colleges, the popularization of putonghua in colleges and universities lags behind obviously. Therefore, colleges and universities should make efforts to find out countermeasures: strengthening the popularization of putonghua in colleges and universities, establishing rules and regulations, and establishing the long-term mechanism of Putonghua teaching. The author selected 410 students from Yunnan Technology and Business University as samples. The quantitative study adopted isometric sampling method, and the research tool was questionnaire survey. Percentage frequency was used to present and analyze the survey data on the popularization of mandarin.

Keywords: Higher education, Mandarin, promotion

Introduction

This survey focuses on universities, taking Yunnan Institute of Business and Technology as an example. Taking popularization of Putonghua as the research starting point, this paper analyzes and summarizes some difficulties in the promotion of putonghua in colleges and universities through literature review and questionnaire survey, and puts forward corresponding solutions through my own thinking, hoping to provide some reference value for the promotion of mandarin.

Objectives

This paper puts forward some suggestions on how to carry out the popularization of Putonghua in colleges and universities: (1) to organize a team of teachers for putonghua



education; (2) to attach importance to the testing of putonghua level; (3) to create a cultural atmosphere of putonghua on campus.

Research Scope

1. Scope of content

A number of measures have been taken to promote the comprehensive, in-depth and lasting development of university promotion work

2. Scope of the population

There are 410 students at Yunnan Technology and Business University

3. Scope of variables

In this study, the core explanatory variable of the independent variables is not strict with the teaching staff's mandarin working ability. The control variables were insufficient publicity and imperfect promotion organization. The dependent variable is the effect of putonghua promotion in colleges and universities.

4. Scope of place and time

May and June 2022 work, study and research in Yunnan Technology and Business University.

Literature Review

Through searching and sorting out academic websites and databases such as CNKI, Wanfang academic thesis database and Google Academic Search, the existing domestic research materials are sorted out based on the needs of this study, and the development trend of related research on putonghua promotion can be understood through the statistics and analysis of literature published.

1. Analysis on the popularization characteristics of Putonghua in west Yunnan

Zhou Yun (2016) analyzed the popularization characteristics of Putonghua in West Yunnan through literature research, questionnaire survey, interview and other statistical analysis methods combined with sociolinguistic theory and applied linguistics theory, and found that the development of Putonghua can only enter the initial stage with low penetration rate. Therefore, the promotion of local Putonghua will also be in the initial stage for a long time. In the process of getting rid of this initial stage of development, the unbalanced promotion of Mandarin is still a prominent problem.

2. Frequency distribution of Mandarin

Cui Mei (2007) clearly shows through a questionnaire that 48.1% of people think mandarin is the most frequently used language in school, 64.5% of people think dialect is the most frequently used language at home, and 45.5% of people will not refuse to use Mandarin



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because the salesman uses dialect when shopping in stores or supermarkets. 61.8% are used to communicating with their families in dialects, 57.6% like to learn different dialects, and 57.7% think it is necessary to learn Kunming dialect when living in Kunming. In primary and secondary schools, two-thirds of teachers use Mandarin, with 41.9 percent of primary school students reporting that all teachers use mandarin. This shows that the promotion effect of Mandarin is still good

3. Mandarin teaching Method

Now countries also more and more importance to popularize putonghua, the work in promoting mandarin at the same time, how can we improve students mandarin pronunciation and oral English, LeiLi (2015) argue that teach students enthusiasm, emphasizes on the training of reading, listening to and cultivate students "speak", build communication atmosphere, timely encouragement. We should learn to adopt different teaching methods for different minority students and improve their oral expression ability.

Methodology

1. Participants in the study

A sample of 410 survey reports were collected from yunnan Technology and Business University in May and June 2022. Among them, 96 are male students, accounting for 23.41%, and 314 are female students, accounting for 76.59%. The average age of the sample was 20 years. All subjects were enrolled in school at the time of sampling.

2. Research instrument

In this study, literature research method, investigation method and observation method are used. The promotion of Putonghua is based on the presentation of specific texts, so the literature research method is the basic research method adopted in this paper. In this survey, I used the questionnaire survey method, which is a research method to collect data by asking questions in writing, send them to survey students, ask for instructions and fill in the answers, and then recycle, sort out, make statistics and research. This questionnaire consists of 14 questions, which analyze students' learning and using level of Putonghua from different angles. In the real situation survey, one can observe the voice appearance of the interviewee while conducting the survey with the interviewee, which can expand one's perceptual knowledge and inspire one's thinking.

3. The collection of data

The author randomly distributed questionnaires from June 2022 with a recovery rate of 100% , and 410 questionnaires were collected, including 410 valid student questionnaires. All the students participating in the survey are voluntary records, the survey is rigorous and accurate, and the data is true and reliable. The data was collected in batches



rather than as a whole because the country was in the COVID-19 phase when it collected the data. Most of the interviews were conducted in Mandarin, and students who find it difficult to communicate in Mandarin can be interviewed in dialect.

4. Analysis of data

The data was analysed through frequency and percentage.

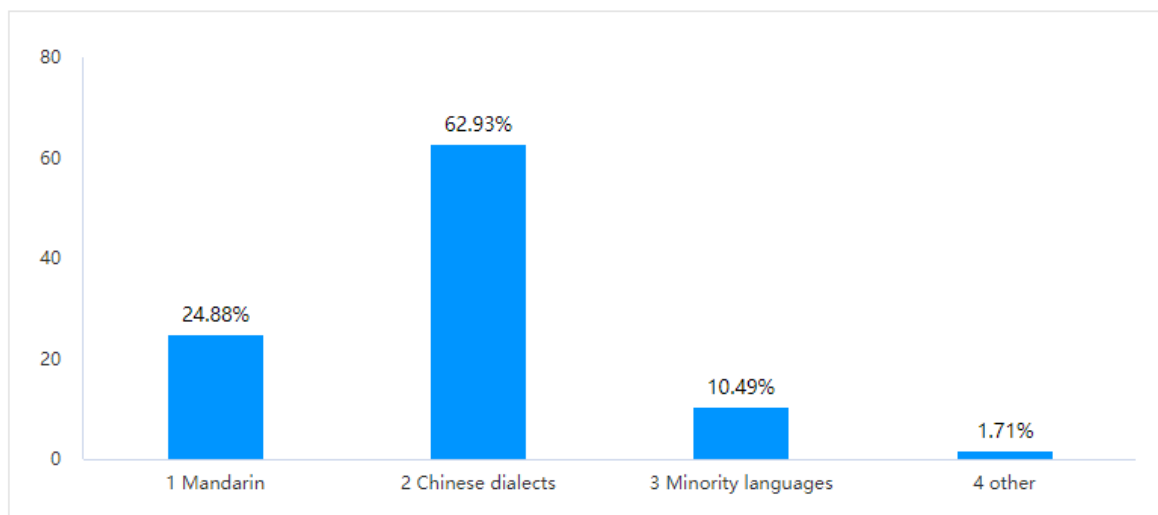
Findings

This paper investigates and analyzes the putonghua using ability of students in Yunnan Technology and Business University

1. The contradiction between mandarin promotion and dialect Protection

Options †	Subtotal †	Proportion
1 Mandarin	102	24.88%
2 Chinese dialects	258	62.93%
3 Minority languages	43	10.49%
4 other	7	1.71%
Number of valid fills in this question	410	

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Figure 1: Student initial language analysis table

As shown in figure 1, the student as a child would say first is the highest proportion of Chinese dialect, is the native language, the proportion is as high as 62.93%, so it is not hard to see, the language of our country deeply divided, to some extent hindered the social communication, promote the policy in accordance with national and regional economic development and cultural exchanges, only on the basis of common language, the country's political, Economic and cultural development make it possible for the country to develop. So the promotion of Mandarin is unstoppable. It is also our duty to protect and develop dialects.

2. The curriculum does not match the long-term nature of mandarin promotion

Options †	Subtotal †	Proportion
1 Class A (100-97 points)	4	0.98%
2 First Class B (96.99-92 points)	8	1.95%
3 Level 2 Class A (91.99-87 points)	110	26.83%
4 Second Class B (86.99-80 points)	188	45.85%
5 Class III A (79.99-70 points)	15	3.66%
6 Class III B (69.99-60 points)	2	0.49%
7 Unclassified (59.99-0 points)	2	0.49%
8 can't answer	81	19.76%
Number of valid fills in this question	410	More display settings

Figure 2: Distribution of students' Putonghua proficiency test scores



As shown in Figure 2: Among the 410 students, 188 students scored second level B in the Putonghua proficiency test, accounting for 45.85% of the total score, and 110 students scored second level A, accounting for 26.83%. However, the scores of first level A and second level B were 0.98% and 1.95%, and the scores of excellent test were few, and the overall distribution was in the lower middle area. Ethnic colleges and universities should pay more attention to the teaching and promotion of Mandarin, analyze the existing problems and their causes, and find out the countermeasures to improve the teaching effect and promote mandarin.

Conclusion and Discussion

The teaching of spoken Mandarin is a practical course. Generally, each grade is only open for one semester, with two classes per week. The total class time usually does not exceed 36 class hours. For colleges and universities in ethnic areas, in order to use more than 30 hours to solve students' pronunciation problems, through the Putonghua proficiency test level 2 b above this goal, time is tight, the task is heavy, difficult, relatively high requirements. Therefore, it is an effective way for schools to promote Putonghua and optimize the curriculum.

Suggestion

1. Attach importance to mandarin level test

The madarin proficiency level of professional teachers should be raised before students can obtain excellent putonghua proficiency test results. Secondly, in the Course of Putonghua, putonghua grade test should be attached importance to as a formative assessment content. At the same time, the school can add a putonghua proficiency test training course, which can be for teachers and students.

2. Organize a team of teachers for mandarin education

As a university teacher, everyone should have a mind to actively transmit putonghua promotion work, and the school can actively prepare to set up a language committee. The School Language Committee is an organization directly organized and managed by the school leaders to establish and improve the school language work organization and work network; Organize and carry out putonghua promotion activities to create a standardized atmosphere for campus language work; Organize the training and test of putonghua in school, and make Putonghua become the standard language on campus

3. Suggestions for further research

I hope to refine the basic research of putonghua proficiency test in the following research work. Study for putonghua proficiency test system, which includes the theoretical



study, including historical research and specific test, according to research by the text to test the connotation and denotation and its category system, development course, development characteristics and inherent laws on the basis of test, on this basis, the formation of a complete and independent test based on academic research category.

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