

# 孔子学院运营模式研究

## ——以巴塞罗那孔院为例

100871

08002

100089

10

5

1 2 3 4 5

G115

A

2225-6296 2016 01-0013-13

Email gaobo2013@pku.edu.cn

Email changanbfsu@126.com

Email profesorchang@126.com

2015/15

2004 6 15

2014 12 7 126

475

851

①

10

2013

2014

2015

4

6  
800

1200

1

22 2013

2014

2015

5

1

2

3

4

5

"

"

"

"

" " "

"

②

2005

2005

2015

179

2008

2014 2015

202

2

"

"

2006

"

"

2014

6

③

6

1

—

	2012				"	"				"	"
		"	"							"	"
				12	1	2				3	
4		5							6		
7			8		9			10		11	12
	1				2008				2013		
2014	HSK		2013		2014						
2013			2015		2014	2					
			2010		2014	3					
			2008	4							
			2014		2009						
2011	5								2012		
		2011							2012		6
	"					"		2012	"		
	"	2006	"								"
2014		7			2011	8					
2013											
					"	"					
						5		15			
							5		4		
				1							11
		5				2				1	
4		3		2014		2013		2014			
	1									2013	

1                          2                          3                          4                          5                          5

2010                          5

UAB                          4                          UB  
BFSU

1                          3  
3

2015

2010 11

2015

1.

2.

3.

4.

5.

6.

3

7.

66

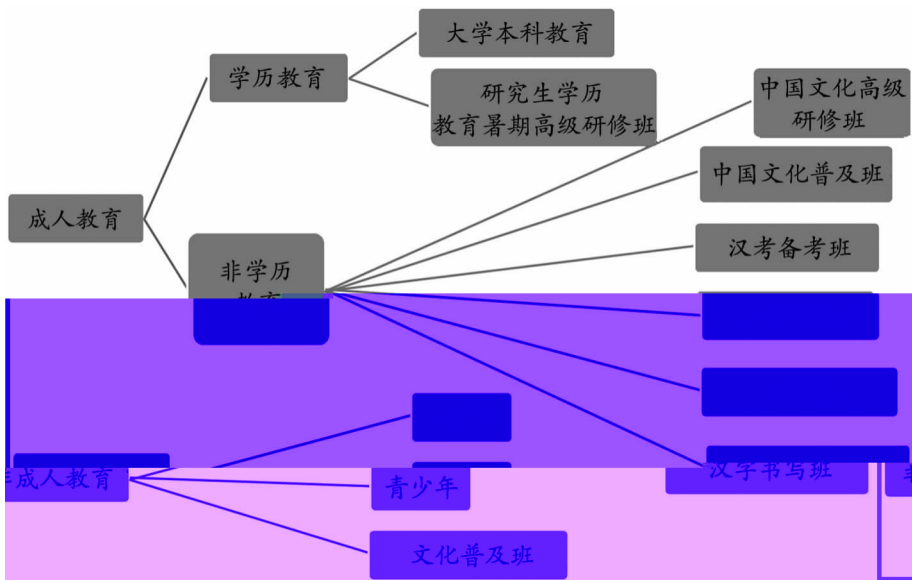
2015

1093

2015

1

2015



1

1093

115

6

31

500

6

6

6

2015

2013

4

2012 7

"

"

2013 9

Benjamin Franklin Internacional School 15  
laOrlandai 25

Escola Aula Europea 15  
ColegiSantLluis 25

Mare de Deu de Angels 25  
Esco-

www.holachina.es

2015

2015

20

2

11

2

4

2015

"

"

2010

4

400

2015

3

3

30

2015

2012

2015

2014

"

"

3

9

1.

2.

5

3.

4.

2014

④

5.

2015

870

4

1.

3

2.

⑤

⑥

⑦

⑧

3.



1

---

4.

5.

—

2.

3.

1.

2.

5

3.

4.

① [http //www.hanban.edu.cn/confuciusinstitutes/node\\_10961.htm](http://www.hanban.edu.cn/confuciusinstitutes/node_10961.htm)

② 2015 6 25

③

④ [http //www.confucio-barcelona.es/zh/index.php/actividades/cultura/notas-prensa/654-colores-de-china-ic10](http://www.confucio-barcelona.es/zh/index.php/actividades/cultura/notas-prensa/654-colores-de-china-ic10)

- ⑤ TVE 8 BTV Catalunya Ràdio Connexió Barcelona
- ⑥
- ⑦ 1 " " [http //www.confucio-barcelona.es/zh/index.php/actividades/cultura/notas-prensa/573-entrevista-chang-shiru-radio-china](http://www.confucio-barcelona.es/zh/index.php/actividades/cultura/notas-prensa/573-entrevista-chang-shiru-radio-china) 2 " Euronews  
 " [http //www.confucio-barcelona.es/zh/index.php/actividades/cultura/notas-prensa/551-entrevista-euronews](http://www.confucio-barcelona.es/zh/index.php/actividades/cultura/notas-prensa/551-entrevista-euronews)  
 3 " 玥 La Xarxa " [http //www.confucio-barcelona.es/zh/index.php/actividades/cultura/notas-prensa/553-entrevista-la-xarxa-radio](http://www.confucio-barcelona.es/zh/index.php/actividades/cultura/notas-prensa/553-entrevista-la-xarxa-radio) 4 玥 Vilaweb  
 " " [http //www.confucio-barcelona.es/zh/index.php/actividades/cultura/notas-prensa/555-entrevista-vilaweb](http://www.confucio-barcelona.es/zh/index.php/actividades/cultura/notas-prensa/555-entrevista-vilaweb) 5 COM [http //www.confucio-barcelona.es/zh/index.php/actividades/cultura/notas-prensa/531-entrevista-com-radio](http://www.confucio-barcelona.es/zh/index.php/actividades/cultura/notas-prensa/531-entrevista-com-radio)
- ⑧ [http //www.confucio-barcelona.es](http://www.confucio-barcelona.es)

2015

2015

2015

2012-2015

2015

2015

2011

" "

2005 43

2008

2013

2009

2014

2013

2013 3 96-100

2008

2014 4

2014

2013 11

2011 7 76-158

2012 1 88-98

2012

2012

2014

2012

2009 5 21-27

2006

2014

2014

2014

2014

2014

2014 28 145-146

2014 284 197-198

2013

2010 2 30-32

2014 5

2014 1 138-139

2014

2014

2011 6 57-58

2011 5 155-160

2014

2014 1

2013

2014

2013

2014

2014

2015 5 173-175

HSK

2013 S1 170-172

# A study on the mode of the Confucius Institute

## ——a case study of Foundation of Institute Confucius of Barcelona

GAO Bo & CHANG An & CHANG Shiru

School of Foreign Languages Beijing University Beijing 100871 China

Pompeu Fabra University Barcelona 08002 Spain

Beijing Foreign Studies University Beijing 100089 China

**Abstract** Confucius Institute CI has been established for 10 years and it is now in development towards maturity. In the beginning the Confucius Institute looked at settling down in the overseas. Now CI this brand has enjoyed so high reputation in the abroad that so many local institutions take the initiative to establish contact with it. In despite of so much progress we have to face the fact that there are so many CI in the world in different development levels and their normalization and further improvement are urgently needed. Then based on this new situation the CI needs to re-orientate itself. In my opinion the new focus in the actual situation could be to improve themselves and to move towards maturity. This investigation work is focused on the Confucius Institute of Barcelona Spain as it is a global excellent model Confucius Institute and also maybe the best one in Spanish-speaking countries so there is great research value in it. This paper has combined literature reviews surveys and interviews with profound analyses based on 5 aspects

1 administration 2 teaching and courses 3 cultural activities 4 public relations 5 personal quality of the director of CI. Its successful experience is worth to learn for other Confucius Institutes and its problems worth to discuss and deal with together in favor of the Chinese cultural diffusion in an effective way in overseas and to make a contribution to the Cultural diplomacy for China.

**Key words** Confucius Institute Confucius Institute of Barcelona Chinese cultural diffusion in overseas Chinese culture go abroad

1. 2013 9
2. 2014 10 12 18
3. 2015 3 30 4 5
4. 2015 3 19 25
- 5.