

“汉语”的国际推广、国际传播和国际教育

200234

" " " " " "
" " " "
" "

G125

A

2225-6296 2016 01-0070-06

" " " "
" " " " " " " " " "
" " " " 100 400
700 ①
" "

" " " "

" " 2005 7 " "
" " " "
" " " "
" " " " " "

" " _____

" "

" " " "

" "

"

"

"

"

" "

"

"

"

" "

"

"

"

" " " " "

" " " " "

" "

"

" "

"

"

"

"

"

"

" "

"

"

"

À "

*

= "

| | | | | | | | | |
|-----|------|---|------|---|-----|-----|-----|------|
| | " | | " | " | | " | | |
| | | | | | | | | |
| | " | | " | | | | | |
| " | " | | " | " | | " | " | " |
| | | | | | | 21 | " | " |
| " | " | " | " | " | " | " | " | " |
| " | " | " | " | " | " | " | " | " |
| " | " | " | " | " | " | " | " | " |
| " | " | " | " | " | " | " | " | " |
| " | " | " | " | " | " | " | " | " |
| | | | | | | | | |
| | | | 2012 | | 110 | | | 400 |
| 535 | | | | | 87 | 31 | 134 | 131 |
| 17 | 65.5 | | 2 | | | | 1.6 | |
| | 2 | | | | " | | " | 80 |
| | 10 | | " | | " | 140 | 1.6 | |
| | 45 | | | | 136 | | | 1200 |
| " | " | | | | | | 1 | 500 |

3

②

" "

" "

2009—2010

600

" "

" "

" "

" " "

5000 . 20 5 3 5200

10

40%

5

10

100

40

80

420

③

" "

3520

" " " "

" "

" "

" " " " " "

| | | | | |
|---|-----|------------|------|------|
| ① | - | 2014-09-24 | 123 | 465 |
| | | 713 | | |
| ② | | | 2013 | 2 |
| ③ | ② | | | |
| ④ | ② | | | |
| | | | 2011 | 5 |
| | | | 2011 | 7 |
| | | | 2006 | 4 |
| | | | 2013 | 3 |
| | | " " | | 2013 |
| | | | 2013 | |
| | | | 2013 | 2 |
| | " " | | 2008 | 1 |
| | | | 005 | 2013 |
| | | | | 8 29 |

The International Popularization Communication and Education of Chinese

——On the Rhetoric Strategies of Subjects of Speech Acts

QIN Huilan

International College for Chinese Studies Shanghai Normal University Shanghai 200234 China

Abstract When the international popularization of Chinese is taken as "the global expansion of Chinese" the international communication of the language serves to appease the alarm and resistance faced by the former. In fact the emergence of international popularization of Chinese as well as the impression of global expansion is much a result of the lack of rhetoric strategies from speech acts subjects. On the other hand thrive of international education of Chinese can be credited to the positive effect of rhetoric strategies of speech acts subjects and would win the language a wider reception in global societies.

Key words international popularization of Chinese international communication of Chinese international education of Chinese subjects of speech acts rhetoric strategies