

# **The Research on Chinese International Communication Strategies Based on the Diffusion of Innovations Theory: The Case of Confucius Institutes in Thailand**

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## **Abstract**

This study explores Chinese international communication strategies based on the perspective of the diffusion of innovations theory. Adopting the questionnaire survey method and the interview method, five representative Confucius Institutes in Thailand were selected as case studies, and 129 valid questionnaires were collected based on the distribution and the number of Chinese learners using stratified sampling. At the same time, 20 international Chinese teachers and 5 experts in the field of Chinese international communication were selected for semi-structured interviews, which were mainly conducted in the form of a combination of face-to-face offline interviews and online interviews such as WeChat and emails. We investigated and understood the current situation of Chinese communication in Confucius Institutes in Thailand, fully considered the influence of factors in the communication environment, and combined with the theoretical framework of diffusion of innovations to summarize the main factors affecting the international communication of Chinese in Confucius Institutes in Thailand. The results of the survey found that Chinese international communication has appeared the characteristics and trends of popularization of communication subjects, diversification of communication contents, diversification of communication targets, digitalization of communication channels, and complexity of communication motives. Based on the theory of diffusion of innovations and the analysis of the current situation of communication, we have come up with the suggestions on the strategy of Chinese international communication: expanding the main body of communication and opening up the pattern of communication; selecting high-quality content and enhancing the value of communication; identifying the audience of communication and enhancing the efficiency of communication; enriching the channels of communication and accelerating the speed of communication; and perfecting the system of communication and optimizing the effect of communication.

**Keywords:** Chinese International Communication; The Diffusion of Innovations Theory; Confucius Institutes in Thailand

## **Introduction**

With the development of globalization, Chinese has become one of the fastest growing languages in the world in terms of the number of learners. Chinese has become a link for China to increase trust and dispel doubts in the international community, which helps to build a foreign discourse system, enhance international discourse power, disseminate Chinese voices and explain Chinese characteristics (Li Baogui, 2019: 101). The international dissemination of Chinese is a national strategy and an inevitable trend of language development. Against the

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background of "Chinese fever", the parallel development of strategic innovation and theoretical deepening of Chinese international communication is a key issue for the innovation and development of Chinese international communication in the new era.

However, as the world situation continues to change and even deteriorate, anti-globalization thinking is rampant, all of which makes the internal and external risks of Chinese international communication intensify rapidly (Zhu Ruiping, 2021: 54). If the communication strategy is not adjusted in time, Chinese international communication may fall into a predicament and crisis.

In the face of the constant updating of communication methods and the profound changes in the media landscape, we need to keep abreast of the times to grasp the communication trends and innovate communication means, and the leaping development of Chinese international communication also attaches great importance to the innovation of communication strategies (Li Baogui and Shang Kexiao, 2018: 121). This also puts forward more ideas to guide the international communication of Chinese, to fully consider the actual situation, according to the characteristics of the communication audience, motivation, linguistic background, social and cultural psychology and other influencing factors, to realize the communication means and methods of breakthroughs and innovations on the basis of the communication content to match more with the actual needs of the communication, and to improve and update the communication strategy, to enhance the recognition, acceptance, influence and infectious power of Chinese, and In this way, the effectiveness of Chinese international communication will be enhanced.

Although "Chinese international communication is a major topic to be studied in depth" (Lu Jianming, 2013: 1) has become the consensus of more and more scholars, however, the theoretical research on language communication in domestic and international academic circles is very scarce, and the theoretical construction of language communication fails to keep up with the needs of language communication practice (Wang Hui, 2019: 21).

Since the famous scholar Everett M. Rogers proposed the Diffusion of Innovation theory in 1962, the theory has attracted much attention and has been widely applied to the fields of political science, economics, sociology, communication, marketing, etc., which provides a new vision and a new method for the diffusion of new concepts, new knowledge, new technologies and new methods among the population. the diffusion of new ideas, knowledge, technology, and methods among the population, providing a new vision and a new method. The introduction of the diffusion of innovation theory provides ideas for the study of linguistic communication and a new research perspective for the innovation of Chinese international communication strategies.

Based on this, this paper analyzes and researches Chinese international communication and diffusion from the perspective of innovation diffusion theory, examines the influence of various elements in the implementation and promotion of Chinese international communication strategies, and builds a logical framework to explain the mechanism of Chinese international communication, so as to provide references for the innovation and application of Chinese international communication strategies in order to enhance the effect and quality of Chinese international communication.

## Research Objectives

- 1) To study the identity and composition of the subjects of Chinese international communication, their respective characteristics, and the role they play in Chinese international communication.
- 2) To analyze the types of content, characteristics and forms of Chinese international communication itself, to guide the audience's cognition of the content of communication, and to further explore the correlation between the content of communication and the speed and extent of Chinese international communication.
- 3) To study the identity and characteristics of the target audience, and compare their cognition, psychology and behavior in Chinese adoption, so as to help us adjust the communication strategy according to the situation.
- 4) Understand the current main communication channels of Chinese international communication, the application of the channels and the channel selection of different communication audiences, which will help us to find the appropriate channels.
- 5) Analyze the motivation of Chinese international communication, summarize the main factors affecting Chinese international communication, and understand their role in Chinese international communication.

## Research Methodology

### 1. Research methods

This paper mainly uses interviews and questionnaires to understand and collect information, in order to its understanding of the current situation of Chinese international communication, so as to provide a basis for the development of Chinese international communication strategy.

#### A. Semi-structured interview methodology

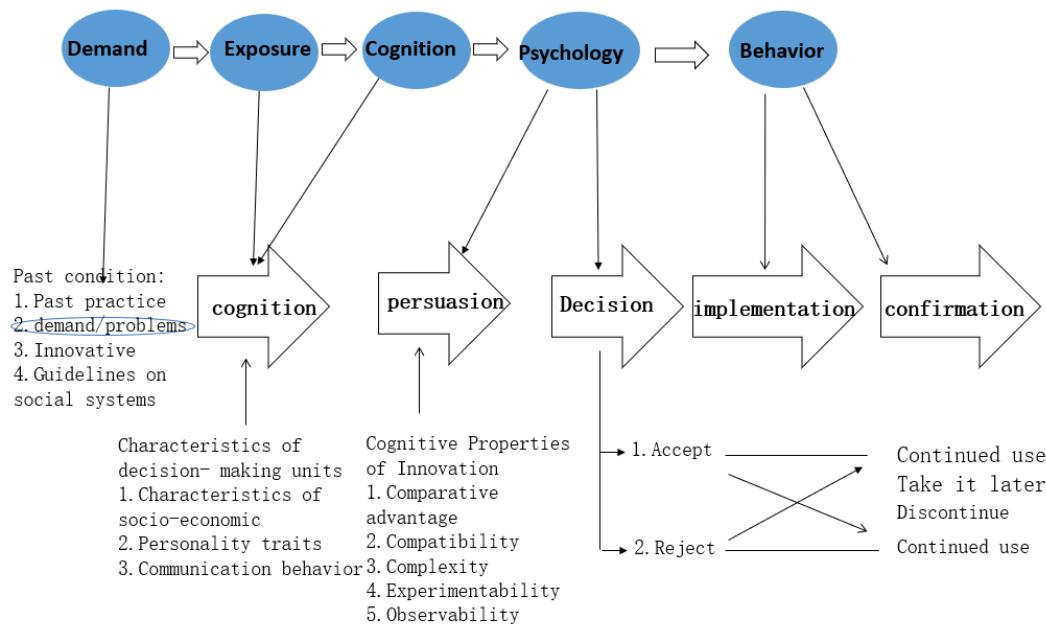
Based on the actual practice of Chinese international communication in Confucius Institutes in Thailand, we have identified the interviewees as Chinese learners, teachers and experts, the three key players involved in the implementation and decision-making of communication strategies, and we will collect the relevant interview information and data through online channels such as phone calls, e-mails, and social software, as well as through offline multi-faceted exchanges.

In this paper, some Chinese learners from five Confucius Institutes in Thailand are selected as interview subjects. Audience performance and feedback is the most important and direct manifestation of communication effect, and any understanding of communication situation and evaluation of communication effect cannot be separated from grasping the audience, which is one of the basic principles of communication science.

Chinese learners, as the main audience of international Chinese language communication, are also the main recipients of international Chinese language teaching. Yin Chunmei (2021:124) points out that the process of language diffusion is driven by national demand and popular demand up and down. Wang Hui (2019: 25) also mentions the importance of market demand for language communication in the theory of mixed mode of language communication. It can be seen that the needs of Chinese learners are also an important influence in driving the demand for international Chinese communication, and their Chinese learning needs determine the depth and breadth of Chinese communication.

As one of the evaluation systems of international communication effects, the "audience-effective" model starts from the perspective of the audience of the communication and pushes back the effect of the communication through the audience, by examining the audience's "contact-cognition-psychology-behavior" and so on. It can assess the communication effect by examining the audience's "contact-cognition-mental-behavior" and other series of activities (Liu Yannan and Liu Shuang, 2018: 10). The study of international language communication is inseparable from the attention to language, or more precisely, the assessment of the communication value of the language itself, and what should be studied is not the change of the language itself, but the change of the language communication behavior of the language users (communicators and receivers).

Based on the identity information of Chinese language learners, this paper conducts a survey and analysis of Chinese language learners in five dimensions, namely, "demand-exposure-cognition-psychology-behavior", in order to This paper investigates and analyzes Chinese learners from the five dimensions of "demand-exposure-cognition-psychology-behavior" on the basis of understanding the identity information of Chinese learners, in order to understand the characteristics of different types of learners, and to further grasp the situation and effect of the international dissemination of Chinese. This corresponds to the five stages of the innovation-decision-making model of the Diffusion of Innovations theory. As shown in the figure below.



**Figure 1** Audience - Effectiveness Evaluation System and Innovation Decision Making Process Correspondence Chart

In view of the "audience-effective" evaluation system of international communication and the actual situation of Chinese international communication, this paper will introduce the innovative decision-making process model of the diffusion of innovation theory, and use interviews to understand and collect information about the current situation of communication of Confucius Institutes in Thailand in terms of the dimensions of the communication subject, the communication audience, the communication channel, the communication motivation, and the communication content.

At the same time, We also interviewed 20 international Chinese language teachers and five international Chinese language communication experts and scholars, expanding the target and scope of the interviews appropriately based on the interviews with teachers and experts from the above five Thai Confucius Institutes. We learned about teachers' communication ability from their use of strategies such as communication content, channels and methods, and further grasped the reality of Chinese international communication by analyzing teachers' attitudes and evaluations of communication strategies and teachers' opinions and suggestions on Chinese international communication strategies. Targeted understanding of experts' perceptions, attitudes and evaluations of existing Chinese international communication strategies, collection of experts' opinions and suggestions on Chinese international communication strategies, and prediction of the effectiveness of communication strategies.

#### B. Questionnaire method

Because the number of Confucius Institutes in Thailand is the second largest in Asia and the number of Chinese language learners in Confucius Institutes is huge, in view of the insufficiency of the number of interviewees and the uneven distribution of the previous interviews, this paper selects some Chinese language learners in five representative Confucius Institutes in Thailand to conduct a survey, and the questionnaires are distributed and collected through online and offline channels.

The questionnaire is divided into three parts: the first part is to understand the basic situation of the Chinese learners, including gender, age, unit, and the length of time they have been learning Chinese. The second part is a survey along the five dimensions of needs, exposure, cognition, psychology, and behavior mentioned in the interview, setting questions and options. The third part is an open-ended question with opinions and suggestions on the international communication strategy of Chinese language.

#### 2. Source of Data

The study of Chinese communication in different countries provides strong academic support for us to carry out Chinese communication overseas in a more targeted way (Yao Min, 2016: 95). Thailand is one of the countries where "Chinese fever" is most concentrated, and Chinese language teaching started late, but has achieved rapid development by leaps and bounds. The speed and development of Chinese language in Thailand is totally unexpected, which can be regarded as a miracle in the cause of international Chinese language dissemination (Wu Yinghui et al., 2013: 2). Thailand has become one of the countries with the densest number of Confucius Institutes (classrooms) and the most rapid development of Chinese language teaching in the world.

According to the official data of Confucius Institutes Global Portal, as of January 2024, Thailand has built 27 Confucius Institutes and Confucius Classrooms with Chinese universities in Beijing, Shanghai, Tianjin, Chongqing, Guangxi, Yunnan, Fujian, Zhejiang and many other provinces and municipalities, respectively, among which there are 17 Confucius

Institutes, the number of which accounts for half of the total number of Confucius Institutes (Classrooms) in ASEAN countries. At present, Confucius Institutes have become huge institutions for international Chinese language teaching and an important platform for the international dissemination of Chinese language.

Therefore, this paper selects five Confucius Institutes as case studies: Confucius Institute at Khon Kaen University (the first Confucius Institute in Thailand), Confucius Institute of Traditional Chinese Medicine at Overseas Chinese University (the first Confucius Institute of Traditional Chinese Medicine in Thailand), Confucius Institute at Royal Mansondra Chopraya Teachers' University (the first Confucius Institute in the world to be named after "Maritime Silk Road"), and Confucius Institute at Chulalongkorn University (the first one in the world to be named after "Maritime Silk Road"), to analyze the current situation of international Chinese communication of Confucius Institutes in Thailand from the perspective of communication. The Confucius Institute at Chulalongkorn University (the most prestigious Confucius Institute in Thailand), and the Confucius Institute at the Maritime Silk Road (the first Confucius Institute in the world to be named after the Maritime Silk Road) are five case studies to analyze the current situation of Chinese international communication of Confucius Institutes in Thailand, and to understand the process and effect of their Chinese international communication in terms of the main body of the communication, the content of the communication, the audience of the communication, the channels of the communication, and the motivation of the communication, with a view to enhancing the effectiveness of the Chinese international communication strategy, and to provide ideas for the improvement of the communication strategy.

### 3. Population and Sampling

In view of the reason of limited time and energy, this paper selected five representative Confucius Institutes in Thailand as examples, and random sampling was used for sample collection, but in order to guarantee the validity of the survey results, attention was paid to guaranteeing the coverage of the survey in the process of the survey, expanding the scope and population of the visits and surveys, and expanding the coverage of the samples as much as possible in terms of age, educational background, the hosting of the Confucius Institutes and other identities in order to grasp the situation in as scientific and comprehensive a way as possible. In order to grasp the situation as scientifically and comprehensively as possible.

The survey used a combination of online and offline methods to address the distribution and number of Chinese learners in the five Confucius Institutes in Thailand, using stratified sampling, and a total of 150 questionnaires were distributed, with a total of 129 valid questionnaires collected. In this paper, the basic information of the questionnaire participants was counted, which was organized and analysed in terms of age, gender, the Confucius Institutes they attended, the length of Chinese learning and their background. In order to ensure the validity and representativeness of the samples, care was taken in the distribution and collection of the questionnaires to ensure the diversity of the samples, so as to better reflect the real situation of international Chinese learners. The results of the distribution of the basic information of the survey respondents are shown in the following table.

**List 1** List of basic information distribution of survey respondents

<b>variant</b>	<b>form</b>	<b>number of</b>	<b>percentage</b>
genders	male	43	33.3%
	female	86	66.7%
age	<18 years old	29	22.4%
	18-28 years old	93	72.1%
Confucius Institutes	28-40 years old	5	3.9%
	Over 40 years old	2	1.6%
Confucius Institute at Chulalongkorn University		35	27.1%
Confucius Institute, Royal Teachers' University, Mansonde Chao Phraya		24	18.6%
Confucius Institutes	Confucius Institute at Khon Kaen University	32	24.8%
Maritime Silk Road Confucius Institute		25	19.4%
Confucius Institute of Traditional Chinese Medicine at Overseas Chinese University		13	10.1%
Chinese Learning Background	junior level	53	41.1%
	middle level	56	43.4%

variant	form	number	percentage
Chinese Learning Hours	high level	20	15.5%
	Less than 3 months	39	30.2%
	3-6 months	22	17.1%
	6-12 months	48	37.2%
	21-24 months	17	13.2%
	More than 24 months	3	2.3%

#### 4. Data analysis

The raw data of the questionnaire were entered into SPSS, and each variable was defined and coded to eliminate invalid or abnormal data to ensure the accuracy and completeness of the data. Subsequently, data description and summarization were carried out to analyze the basic information of the questionnaire with descriptive statistics, such as frequency, percentage, mean, standard deviation, etc., and to show the distribution and characteristics of the data graphically.

Data reliability and validity were tested to assess the reliability and validity of the questionnaire and to check the internal consistency and structural soundness of the questionnaire. Data variability, correlation, causality and influence are analyzed to reveal the mechanism and path of action between variables. Finally, the results are analyzed, the data are interpreted and evaluated, and conclusions and recommendations are made to provide reference for the development of Chinese international communication strategies.

The textual materials obtained from the interviews are sorted and analyzed, and after removing repetitive content and invalid information, grammatical and expression errors are corrected, then effectively labeled and sorted out, and the frequency is analyzed to determine the tendency of the interviewees and to sort out the effective viewpoints.

#### 3.5 Conceptual Framework

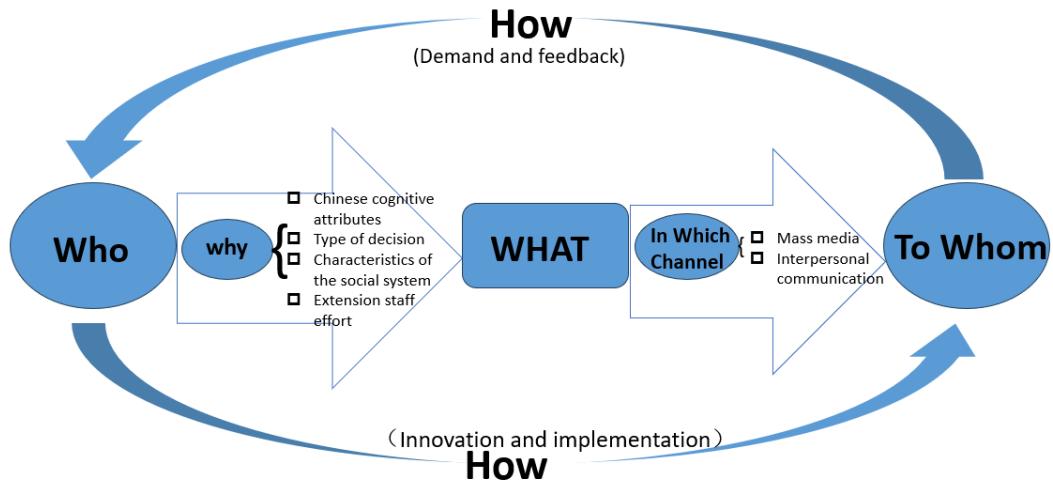
According to Rogers, "an innovation is an idea, practice, or thing that is perceived as novel by an individual or other adopting unit". Chinese, as a foreign language, has the cognitive attribute of innovation in itself, so it is feasible to utilize the theory of diffusion of innovation to study the international communication of Chinese. In Chinese international communication, Chinese language and the culture and information it carries are new to the audiences in other countries, and can be regarded as a form of innovation.

Diffusion, on the other hand, refers to the process by which an innovation spreads within a specific time period, through a specific channel, and among a specific community. It is a special type of diffusion that contains information related to new ideas. Diffusion is more social and uncertain than diffusion, so the process of diffusion of innovations contains similarity and dissimilarity. The international diffusion of Chinese language is a language

diffusion phenomenon based on the demand for Chinese language in the world, and the Chinese language follows the law of language diffusion and goes from China to the world (Wu Yinghui, 2010:36). The "dissemination" in Chinese international communication is more inclined to language diffusion in linguistics (Xiao Shunliang, 2015:14), and this kind of diffusion of language as an innovation can be regarded as a special type of communication. The international diffusion of Chinese is actually the process of foreign communities or individuals adopting, learning and using Chinese as a second language based on national or community interests or personal needs.

Given the wide application and significant impact of the diffusion of innovations theory, based on empirical and literature studies, scholars generally agree that "the diffusion of innovations theory can be applied to the study of linguistic communication and its introduction has positively contributed to the development of linguistic communication" (Maja Grgurović, 2014: 156). . Whereas language diffusion is one of the goals of language planning, according to Cooper's (1982) framework of language planning, language diffusion is the process by which a language gains more users and is a social phenomenon that occurs in a specific time and space. Cooper (1989), based on the theory of diffusion of innovations, made a list of language diffusion issues centred around seven variables that affect language diffusion ( Who. adopts, what, when, where, why, how). This theoretical framework of language diffusion variables revolves around speed and degree, two key indicators of language diffusion effectiveness, and summarises the 7 variables of language diffusion in a unified problem framework, which is conducive to understanding and explaining the various factors affecting the effectiveness of language diffusion from a number of perspectives (Wang Hui, 2019: 22).

Based on the theory of diffusion of innovation, combined with Lasswell's sorting out of the elements of the communication process, and on the basis of Cooper's list of language communication problems, this paper fully considers the analysis of variables affecting the innovation of language communication, and makes use of a combination of qualitative and quantitative analyses to analyse the current situation of Chinese communication in Thai Confucius Institutes in terms of the main body of the communication (Who), the content of the communication (What), the channel of the communication (In Which channel, the audience (To whom) and the motivation (Why) to analyse the current situation of Chinese language communication in Confucius Institutes in Thailand, fully consider the influence of the communication environment factors, summarize the main factors affecting Chinese language international communication in Confucius Institutes in Thailand, analyse the problems, put forward targeted solutions to the problem, and summarize the innovation model of Chinese language international communication strategy. As shown in the figure below.



**Figure 2** Chinese International Communication Strategy Innovation Model

Based on the theory of diffusion of innovations, this study aims to analyze in-depth the influential elements and links of Chinese international communication, explore useful communication strategies, and provide theoretical support and practical guidance for the development of Chinese international communication.

## Research Results

### 1. Who: Popularization of the subject of communication

Innovation starts from the innovator and gradually spreads to other adopters through different channels of diffusion. In the process of understanding the international diffusion of Chinese language it is also important to pay attention to the types and characteristics of diffusion subjects. Through the survey, it is found that the dissemination subjects faced by Chinese learners in Confucius Institutes in Thailand include governments, organizations, schools, media and individuals.

For the time being, institutions (government, organizations, schools and media) are the main communication subjects (83.6%), which is very much related to the communication motives of Chinese international communication. Advocacy by the government and organizational forces promotes the flourishing of school operation and media publicity, among which Confucius Institutes and Confucius Classrooms are the main force of Chinese language teaching and Chinese international communication.

The main body of dissemination in personal capacity, on the other hand, includes international Chinese teachers, overseas students, and relevant experts in the field of international Chinese education. It is worth noting that, in the diversification of communication channels, self-media has played an increasingly important role as a new communication channel, giving rise to more and more communication subjects with personalized labels, thus giving rise to opinion leaders under the mass frenzy. These opinion leaders are characterized by high social status, high education level, great attention to mass media information, global citizenship, frequent contact with innovation promoters, and high innovativeness, etc. They play a very important role in the process of innovation diffusion, and can effectively influence the process of Chinese international communication.

In the process of innovation diffusion, when the interpersonal diffusion network is heterogeneous, followers tend to seek the opinions of opinion leaders. Under the influence of opinion leaders, more and more ordinary people rely on the Internet platform, release works through self-media channels and platforms, and take the initiative to share their learning experiences, learning materials and answers to problems in the form of videos, audios, text and graphics, Q&A, etc., which greatly expands the content and form of Chinese learning resources, thus making the popularization of the main body of dissemination a trend that can't be ignored.

## 2. What: Diversification of communication content

The international diffusion and diffusion of Chinese language and its related information as an innovation is closely related to its cognitive attributes, which directly determine the speed of Chinese language adoption. Therefore, it is important to study the cognitive attributes of Chinese language and its related information.

Chinese learners at Confucius Institutes in Thailand receive communication content that mainly includes language knowledge based on teaching activities and so on, as well as related knowledge and information based on cultural communication. Analysing the content of communication can help us think about what kind of structural and functional features are related to the differences in the degree and speed of adoption (Wang Hui, 2019: 22).

Zhao Jinming (2022: 5) points out that international Chinese language education, as a second language teaching, has commonalities with the world's second language teaching as well as different methods and features due to the characteristics of Chinese language and Chinese characters. Analysing the results of the interviews and questionnaires, this paper finds that the type of content, characteristics and form of Chinese language communication itself can guide the audience's perception of Chinese language and related information, which directly affects the interest and effectiveness of Chinese language learners. After analysing the results of the interviews and questionnaires, the Chinese learners at the Confucius Institute in Thailand believe that Chinese has the characteristics of colourful expression, adaptability, concise and clear structure, and that Chinese culture has a long history, is full of artistic charm and attraction, and that Chinese itself has obvious relative advantages.

Information about the dissemination of Chinese culture is more favoured by Chinese learners than knowledge related to language teaching in Chinese itself. The content of cultural information dissemination includes forms of artistic performance (music, dance, musical instruments, etc.), forms of folklore (traditional festivals, costumes, festivals, customs and taboos, etc.), food culture, literary works, etc. In contrast to traditional graphic content, novel videos that are closely related to working life are more likely to gain learners' attention.

It is found that Chinese learners construct their perceptions of Chinese language's relative advantages, compatibility, complexity, experimentability and observability through rich and diversified communication contents, thus affecting the speed and extent of their adoption of Chinese language, which all provide references for the formulation of Chinese language international communication strategies.

## 3. To Whom: Diversification of communication targets

In this paper, Chinese language learners at Confucius Institutes in Thailand are selected as the main target of investigation. Chinese learners are also directly involved in Chinese international communication activities as communication targets. Chinese language adopters and non-adopters, early adopters and late adopters show different characteristics. In

the process of Chinese language learning, different learners have different learning progress and different learning effects. Adopters and learners from different cultural backgrounds, identities and learning bases have different speeds and levels of Chinese learning, even if they have studied for roughly the same amount of time.

It was found that Chinese learners at Confucius Institutes in Thailand have stronger learning needs and motivation to learn. According to the analysis of the survey results, 65.6% of the Chinese learners have a strong interest in learning Chinese, 71.2% of the Chinese learners feel happy when learning Chinese, and this psychological state will continue to influence their learning behaviours, actively using Chinese and obtaining Chinese-related information. 74.9% of the Chinese learners said that they will continue to learn and use Chinese, and 80.3% of them said that they will recommend to others to use or learn Chinese. 80.3% of Chinese learners said they would recommend to others to use or learn Chinese.

However, there are more obvious individual differences among different communication targets, and there is a clear characteristic of differentiation. Chinese language learners at the Confucius Institute in Thailand have different motivations for learning, mainly due to learning needs, career development and personal interests. For intermediate and advanced Chinese learners, their motivation is stronger and more obvious in cognitive, psychological and behavioural aspects, while beginner Chinese learners are less motivated to learn.

#### 4. In Which Channel: Digital Intelligence for Communication Channels

Based on the previous section, Chinese international communication is essentially a mode of innovation diffusion, and the communication channel is one of the four elements of innovation diffusion. The theory of diffusion of innovations holds that communication channels include not only mass media, but also interpersonal communication and other channels, and mass communication is the most effective channel for disseminating innovative information (Tang Xingtong, 2016:145).

The diffusion of Chinese learners in Confucius Institutes in Thailand is affected by a number of factors, and in order to examine its diffusion effect it is necessary to mainly examine the school's teaching as the main diffusion channel, and at the same time, the influence of mass media should also be taken into account.

In the questionnaire and interviews, it was found that, in addition to the traditional interpersonal communication channels such as attending classes and visiting schools, 78.3% of Chinese language learners learn Chinese through the Internet or using software. Although some learners also understand and learn Chinese and related information through communication channels such as music and movies, the shift of communication position has become a trend among young people, especially younger Chinese learners. The popularization of information technology and the advancement of Internet technology have led to the digitalization of communication channels.

The track of communication channels moving from traditional digital to digital-intelligent does not only make learning Chinese anytime, anywhere a reality, but the addition of big data and artificial intelligence makes massive learning resources searchable, playbackable, and multiplyable, not only that, but precise and intelligent push, content filtering, and personalisation provide a broader platform and choices for Chinese learners. Analyses of communication channels can even more help us understand which social interactions within which social domains promote or hinder the acceptance of innovations (Wang Hui, 2019: 22). Changes in communication channels stimulate Chinese learners to

"vote with their feet", and changes in communication channels also affect the cognition, psychology and behaviour of Chinese learners, which further affects the effectiveness of international communication in Chinese, and gives more strategic thinking and inspiration for international communication in Chinese.

#### 4.5 Why: Complexity of communication dynamics

Yin Chunmei (2021:122) puts forward a general framework for the research paradigm of influencing factors affecting the international spread of Chinese language. Having communication demand and communication value is the prerequisite for language spread, including international demand and popular demand, and support from the country of transmission and the target country is an important guarantee for the promotion of the international spread of Chinese language. If the value of language dissemination is high, the possibility of dissemination will be higher, and vice versa, the possibility of dissemination will be low.

Language communication value is mainly reflected in the function of whether language communication can bring usefulness to both sides of the communication (Wu Yinghui, 2013), which happens to be an important part of the cognitive attributes of Chinese. The five cognitive attributes proposed by Rogers, namely relative advantage, compatibility, complexity, trialability, and observability, affect the rate of innovation adoption. In addition to this, the adoption rate of an innovation is also affected by the type of innovation decision, communication channel characteristics, social system characteristics and the level of effort put in by the promoter (Tang Xingtong, 2016:123). All these elements have become important motivators influencing the international diffusion of Chinese.

The interviews and analysis of the survey results show that the good relations and close cooperation between China and Thailand have given rise to various kinds of learning and working opportunities, which have provided a good communication ground for the international dissemination of Chinese language. The government's promotion and the support of institutions and organizations have made learning Chinese an active choice for more and more people, and the type of decision-making led by the government in learning and promotion is gradually moving towards the people's spontaneous choice. For Chinese language learners at Confucius Institutes in Thailand, Chinese, as a foreign language that is "difficult to learn", has its own complexity and cultural differences, but the relative advantages of Chinese language and the employment benefits and cultural attraction it brings constitute the perceived attributes of Chinese language's outstanding comparative advantages, which has also become an important factor in accelerating the international dissemination of Chinese language. This is also an important factor in accelerating the international dissemination of Chinese.

At the same time, the media create momentum to form a public opinion atmosphere to promote Chinese language teaching in Thailand (Wu Yinghui and Yang Jichun, 2008: 130). The characteristics of communication channels affect the adoption rate of innovations, and the application of various online media technologies and platforms has made Chinese communication pervasive, and learning Chinese has become a fashion that depends on the boosting of communication channels.

## Discussion

In this study, we introduced the theory of diffusion of innovations to analyze Chinese international communication. Combined with the theoretical framework, we identified the key factors affecting Chinese international communication strategies, such as the communication subject, communication target, communication content, communication channels and communication motives, and put forward useful thoughts on Chinese international communication strategies in the light of the results of the study.

1. Expanding the main body of communication and opening up the communication pattern.

In Chinese international communication, the diversification of communication subjects is the trend. It is necessary to strengthen the construction of teachers, give full play to the role of opinion leaders, further open up the communication pattern, provide an open and shared platform for mass communication subjects, and stimulate the vitality of Chinese international communication.

This study also has certain limitations. This paper takes five Confucius Institutes in Thailand as the research object, and selects some of the teachers and students as the target of the survey. The sample and scope of the survey have certain limitations, and the situation collected is not comprehensive and detailed enough due to the reasons of time and energy, and it only represents the state and situation at the survey stage. With the passage of time, the emergence of new policies, new regulations, new technologies and new contents will form a new impact on the results of the study, which is also an aspect that needs continuous attention in the later stage.

2. Select high-quality content to enhance communication value

Under the perspective of innovation diffusion theory, the cognitive attributes of Chinese should be further analysed, and the advantageous cognitive attributes of Chinese should be enhanced as much as possible in the process of Chinese international communication. Innovation is not static, and people who use innovation will give it new meaning in the process of learning and applying it. The task and mission of international communication in Chinese have been given more realistic significance, and the content of communication has to be transformed and upgraded to continuously enrich the content and form to meet the needs of reality.

3. Finding the right audience and improving the efficiency of communication

We always assume that the target of innovation diffusion recognizes an innovation as much as the promoter does, and thus accepts the innovation. In fact, we need to think about whether the innovation itself is beneficial to all people, whether it can improve work efficiency or quality of life, and solve the problem of innovation diffusion by collecting data and analysing the actual views of individuals on the innovation. In the process of international diffusion of Chinese language, the cognitive attributes of Chinese language are perceived differently by the diffusion audience. Identity, age, educational background, and learning level all affect their psychology and behaviour to continue learning and sharing. Therefore, it is necessary to carefully analyse the characteristics of the communication audience on the basis of research and carry out precise communication according to the real needs in order to get twice the result with half the effort.

#### 4. Enriching dissemination channels and speeding up dissemination

Different communication channels play different roles in the process of innovation diffusion. Under the background of Internet+, it is necessary to make full use of the advantages of technical means and platforms, and reasonably select communication channels according to the characteristics of the communication stage and the communication object; at the same time, it is necessary to give full play to the role of network media channels, integrate the advantages of resources, and cooperate with multi-channel and multi-platform responses to form a synergy of communication and jointly promote the progress of dissemination.

#### 5. Improve the communication system and optimize the communication effect

While enhancing the communication value of the Chinese language itself, we should do practical research on the humanities, language environment, demand for Chinese language, language ideology and language political system of the target countries, follow the laws of language communication, pay attention to the specificity of the country, set up a language political mechanism that suits the target country, and deal with the many relationships in the language political system cautiously, so as to formulate and optimize the communication effect. We should establish a language politics mechanism that is appropriate to the country, carefully handle the many relationships in the language politics system, formulate reasonable Chinese language policies and communication strategies, and strengthen governmental exchanges and cooperation, so as to strive for a win-win situation.

This study also has certain limitations. This paper takes five Confucius Institutes in Thailand as the research object, and selects some of the teachers and students as the target of the survey. The sample and scope of the survey have certain limitations, and the situation collected is not comprehensive and detailed enough due to the reasons of time and energy, and it only represents the state and situation at the survey stage. With the passage of time, the emergence of new policies, new regulations, new technologies and new contents will form a new impact on the results of the study, which is also an aspect that needs continuous attention in the later stage.

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