

Research on the Promotion of Chinese Culture in the Context of Mobile Learning: A Case Study of Entertainment-Based Chinese Learning and Cultural Exchange Apps

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Abstract: With the popularity of mobile devices and the rapid development of the internet, mobile learning has become a new mode of learning. This paper takes entertainment-based Chinese learning and cultural exchange apps as examples to explore how digital media can promote the spread of Chinese culture in the context of mobile learning. Mobile learning has distinct characteristics so there are challenges when learning Chinese. Based on this, this paper proposes a Chinese culture digital dissemination plan that integrates design concepts and features. The paper aims to provide new ideas and methods for the inheritance, development, and global communication of Chinese culture.

Keywords: Mobile learning; Chinese culture dissemination; Digital media; Cultural apps

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1. Introduction

With the development of the internet era and the widespread use of mobile digital devices, digital media is reshaping the way people acquire knowledge and information. The wave of the information age has brought about more frequent cultural exchanges and dissemination, presenting both opportunities and challenges for Chinese culture. In recent years, China has been emphasizing “telling China’s story well, making China’s voice heard.” How to utilize digital technologies to integrate and utilize Chinese cultural resources, digitize information to allow Chinese culture to spread more widely and effectively, and let the world feel the unique charm and profound cultural heritage of Chinese culture requires in-depth study.

2. Mobile Learning

2.1. Research Status

Mobile learning refers to the ability to learn anytime and anywhere using any mobile device. It is a new type of learning that emerges from the integration of new media technologies and teaching activities, featuring two-way communication and interactivity. It is an innovation in distance education and non-paper-based learning ^[1].

A study by Ye Chenglin discussed the definition and current status of mobile learning, pointing out five key factors influencing its development as well as current trends ^[2]. Shen Rui's study explored the integration approaches and methods of Chinese learning resources in the context of mobile learning by analyzing the teaching resources for teaching Chinese as a foreign language, their application situations, and the utilization problems ^[3]. Chen Guo discussed the concept of new media and the advantages of mobile learning, with an analysis of its application in teaching Chinese as a foreign language, to highlight the inspirations for Chinese international teachers ^[4]. Overall, existing research on mobile learning and digital media has mainly focused on Chinese language teaching and the exploration of teaching resources and formats. However, there are few studies on the application of mobile learning in cultural education for Chinese language learners. Therefore, it is of great value to explore how digital media in mobile learning can promote the modernization of Chinese culture transmission.

2.2. Characteristics of mobile learning

2.2.1. Convenience

Mobile learning breaks the constraints of time and space, allowing learners to access abundant online resources at any time and place through mobile phones or computers. It enables flexible learning, where learners can arrange study time according to their schedules. The network resources include images, audio, video, and other modes, which can stimulate multi-sensory involvement, to deepen understanding and enhance learning effect. Mobile learning makes knowledge acquisition more convenient and efficient and enriches the learning experience.

2.2.2. Personalization

Mobile learning can better meet learners' individual learning needs, to improve their motivation and creativity. Based on learning goals and preferences, learners can freely choose the time, place, and content of study.

2.2.3. Cost-effectiveness

Mobile learning saves time and resources to reduce learning costs. Before the internet era, people used printed books and notebooks, which were not only inconvenient to carry but also took up space. Now, a mobile device can store a large amount of learning resources, helping learners take notes anytime and anywhere.

2.3. Issues in Chinese language mobile learning

With the widespread of mobile devices such as smartphones and tablets, language learning apps have become an effective tool for second language learners beyond traditional classroom learning. However, these relevant apps now mainly include dictionaries, exam preparation, and skill training, with little content related to Chinese culture and social life ^[5]. To address this issue, more cultural elements should be incorporated into Chinese language apps or dedicated cultural sections should be developed to help international students better understand Chinese culture, reduce cultural conflicts, and showcase the real appearance of Chinese society. This will stimulate learners' interest in learning Chinese and improve their proficiency ^[6].

3. Role of digital media in the Chinese culture dissemination

3.1. Global communication of culture

Compared with traditional cultural transmission methods, digital media can break time and space barriers to accelerate the Chinese culture global transmission with less cost. Network digital technology enables culture to achieve all-around digitization in different stages such as creation, processing, and consumption ^[7]. After digitalization, different cultures can be widely shared to promote cultural exchange and information sharing between countries, nations, and peoples, thus providing more efficient ways and broader platforms for spreading outstanding Chinese culture globally.

3.2. Dynamic development of culture

The rapid development of digital media has increased the influence of different types of cultures. Chinese traditional culture and modern culture are in constant exchange, collision, and integration, forming contemporary Chinese cultural characteristics. The integration of traditional cultural elements with modern information technology allows culture to be expressed not only through images and audio but also through immersive virtual environments. Despite the challenges of cultural differences, there is room for reconciliation between native and foreign cultures. Strengthening cultural exchange and integration not only promotes the continuous development of Chinese culture but also fosters mutual understanding and respect between Eastern and Western cultures ^[8].

3.3. Cultural exchange and integration

The global communication of cultural digitalization facilitates the overcoming of cultural barriers and reduces transmission loss caused by language differences. Digital media on the Internet has expanded the dissemination mode of cultural information from the original single text form to a multimodal and diversified one, providing personalized and diversified learning options for learners all over the world. It can better stimulate people's interest in different cultures and improve the authenticity and effectiveness of cultural experiences.

Therefore, educators should actively utilize the advantages of global cultural digitalization to promote a better understanding and appreciation of Chinese culture among people from different languages and cultural backgrounds. Meanwhile, educators should also adopt an attitude of equality and mutual learning towards different cultures and civilizations and jointly promote the diversified development of global culture.

3.4. Interactive symbiosis of cultures

In the internet era, mass media emphasizes enhancing communication and interaction between people through digital technologies to build social connections. Through social networks, users can discuss and share cultural content, strengthening cultural identity. On one hand, information spreads rapidly and comprehensively worldwide, accelerating the integration of world cultures. On the other hand, social networks blur the boundaries of cultural identity. Interactions between different ethnic and cultural communities allow people to better understand and appreciate various cultures, providing new ideas for cultural communication, and truly achieving global cultural interaction and symbiosis ^[9].

4. Case study: Chinese cultural dissemination plan design for an app

4.1. Basic information about the app

This study takes the “entertainment-based Chinese learning and cultural Exchange app” developed by the project

team as a case study. The app uses the “Chinese Island” learning mode and aims to establish an autonomous Chinese learning platform. By using digital technologies, this app focuses on the cultural characteristics and needs, proposing targeted design to enhance the global visibility and influence of Chinese culture. Its design concept is to present Chinese learning and cultural content through gamification to create an interactive, information-rich, and enjoyable learning environment. It combines traditional cultural teaching with modern entertainment elements, integrating leisure, humanities, games, quizzes, interaction, and entertainment. The goal is to offer resources and autonomy to learners so they can gain relevant knowledge through games. The gamified learning mechanism motivates learners’ creativity and enthusiasm.

4.2. User interface design

The app adopts an “interactive community” design, constructing a virtual environment where each building has a unique function, endowing learners the right of independent choice. The system has “island” scenes corresponding to user levels. New islands with new tasks and challenges can be unlocked as experience points grow. The interface employs low-saturation background colors to ensure simple, fixed color schemes, which can reduce visual stimulation and enhance comfort. The design aims to create a relaxed and pleasant learning atmosphere, allowing users to concentrate on their learning tasks and improving learning. Overall, the app offers a challenging yet comfortable learning environment through well-designed interface and color schemes.

4.3. Intelligent social interaction design

The success of any learning platform depends on social interaction. A good social environment allows users to cross time and space barriers and build a learning community. This app’s cultural section integrates intelligent social features, encouraging users to share learning outcomes and cultural experiences, promoting global interactions, and deepening cultural understanding and recognition.

Therefore, educators need to recognize the significant role of digital media in cultural dissemination and make full use of its advantages to promote the global spread of Chinese culture. By leveraging the strengths of domestic and international social media platforms, such as QQ, WeChat, Facebook, Twitter, TikTok, YouTube, and so on, educators can enhance cultural promotion to attract more people to engage with and experience Chinese culture, further forming a fan effect and word-of-mouth spread among Chinese language learners ^[10].

4.4. Learning content classification

In the digital dissemination of Chinese culture, cultural differences between China and the West may affect the impact of cultural communication, even leading to cultural conflicts. The best way to present Chinese culture’s charm to the world is by focusing on the audience’s experience. Therefore, the app’s cultural section follows a cultural stratification mechanism. Chinese culture’s global dissemination is divided into basic artifact level, intermediate institutional level, and advanced spiritual levels. Among these, the material level has higher output, better social recognition, and lower dissemination difficulty ^[9]. Therefore, the app optimizes the structure of Chinese cultural output and adjusts the proportions of different levels to promote the digital integration of Chinese culture.

4.5. Featured solution design

One of the app’s core features is the immersive cultural experience center, which utilizes augmented reality and

virtual reality technologies to offer users a comprehensive immersive experience, bridging the gap between the real world and Chinese cultural elements ^[11]. Through simulating the entire cycle of cultural project experiences, such as making oil-paper umbrellas, the craftsmanship of folding fans, and the creation of ink-wash paintings, the learning journey becomes vivid and interesting. In addition, virtual market bargaining and exploring ancient temples enable learners to deeply and vividly understand the characteristics of Chinese culture. Each phase of the game revolves around a specific theme. Taking ink-wash painting as an example, players can freely conceive landscapes and pastoral scenes, match characters and scenery, and appreciate famous works to stimulate cultural enthusiasm. The project will also collect the experience feedback of learners to ensure the journey of Chinese culture with full of interest and challenge.

4.6. Strategies to enhance the effectiveness of cultural dissemination

In addition to feature projects and social interactions, it is essential to continuously enhance the attention and connection foreign learners have with Chinese culture during the app's cultural promotion. This requires not only focusing on foreign learners of Chinese but also considering the large group of overseas Chinese. The app can leverage cultural festivals or collaborate with social media platforms to expand its audience base and encourage users to learn and understand Chinese culture. By integrating features such as achievement sharing, language partner matching, and community discussions on trending topics, the app can stimulate users' desire to share. Additionally, the app will employ analytics tools to collect user data and track their usage patterns. This will help identify the most popular function and areas needing improvement, allowing for continuous adjustments to the cultural content to meet the diverse needs of learners, thus optimizing the cultural dissemination plan.

5. Conclusion

In the context of mobile learning, the development of digital media has provided new opportunities for the dissemination of Chinese culture. This research takes a cultural learning app as an example to explore how to utilize digital media technology to promote the dissemination of Chinese culture. By analyzing the characteristics and advantages of digital media and combining the characteristics of Chinese culture, a relatively targeted game-based cultural dissemination program design has been proposed. In the future, with the continuous progress of digital technology and the in-depth popularization of mobile learning, the global dissemination effect of Chinese culture will be even more remarkable. It is believed that digital media can make greater contributions to the development and dissemination of Chinese culture.

Disclosure statement

The authors declare no conflict of interest.

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