

孔子学院运营模式研究

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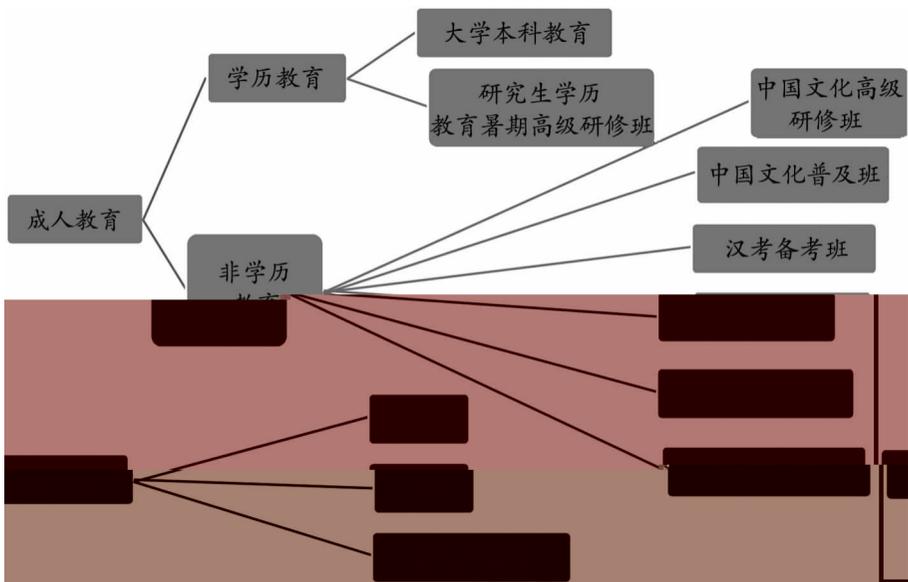
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A study on the mode of the Confucius Institute

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

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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

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