

**Zhejiang Yuexiu University of Foreign  
Languages (ZYUFL)**

**China**

During the 2016/2017 reporting period, Zhejiang Yuexiu University of Foreign Languages (ZYUFL) undertook a number of activities that underscore its commitment to UNAI and its principles. The following examples stand out as particularly noteworthy:

**1 Closely communicate with the academia and hold International Conference on education.**

*1.1 The International Academic Symposium on Training Foreign Language Talents and the "Going out" of Chinese Culture*

According to the current domestic and foreign economic and cultural development requirements and their own conditions, in order to further adapt to international exchanges with the times, to promote development. The national culture and foreign language talents and Chinese cultural "going out" International Symposium held in Jinghu campus of ZYUFL in April 8, 2017. The university principal or discipline responsible person, from the Shanghai International Studies University, Nanjing University, etc. explored on the cultivation of foreign language talents and Chinese culture "go out" and other aspects.



*1.2 Southeast Asia Symposium on Chinese Mini Novels*

In order to adapt to the development of social development, and meet the diversified needs of young people at home and abroad, and provide a good idea for the development of traditional literature, on afternoon of April 26, international symposium and book launch on "the new century Southeast Asian Mini novels" and "the new century Southeast Asian flash fiction book"

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in Jinghu campus of ZYUFL. The experts from universities in Zhejiang province and the director of the Thailand writer and project participated in the meeting and made suggestions for the development of the micro fiction.

### *1.3 International Symposium on the Generation and Dissemination of Foreign Literary Classics and the Study of Overseas Chinese Literature*

To promote world literature research and actively disseminate excellent culture, on November 18, the International Symposium on "generation and dissemination of foreign literary classics and overseas Chinese Literature" and Zhejiang Provincial Comparative Literature and Foreign Literature Society Annual Conference was held in Jinghu campus of ZYUFL. The conference discussed and addressed topics such as comparative literature and foreign literature, European and American literary studies, and European literary classics, which further promoted the better development of world literature.

### *1.4 International Academic Workshop on "New Media, Youth and Cultural Cognition"*

With the great changes in the media environment, it has become a new and practical topic to explore the cognitive differences of young people in different countries under the background of new media. On May 21, 2017, a workshop entitled "new media, youth and cultural cognition" was held in ZYUFL. Professors from different countries and exchanged and discussed the theme. This communication enabled the experts, scholars, especially young scholars, to have a deeper understanding of the impact of new media on youth's cultural cognition.

### *1.5 Symposium on Global Rhetoric*

On February 18th, the Council of the Global Rhetoric Society and the 2018 Academic Symposium were held in Jinghu campus of ZYUFL. The theme of the conference is "the New Trend of Media Civilization in the New Era". Representatives from around the world attended the meeting, summed up the achievements of the global Rhetoric Society in recent years, and studied the theme of the conference, further promoted the development of the future Global Rhetoric Society.

### *1.6 The Sixth International Academic Forum on Chinese Life Education*

On 24-25 November, the Sixth International Academic Forum on Chinese life education was held in ZYUFL. This academic forum takes "Multiple Discussions on Life Education Theory" as the theme, and explored the possible theoretical basis and cultural resources of Chinese life education from multiple subjects. A number of well-known experts and scholars from the academic Chinese life education brought the latest achievements of educational research and teaching practice of life at home and abroad in this meeting, the experience of life education practice and exchange experience confusion to discuss academic issues, from multiple perspectives.

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### *1.7 The Forum of Chinese and Foreign Principals*

On October 29, the forum was hosted by ZYUFL, with more than 30 university presidents from the United States, Germany, Spain, Australia, Japan, South Korea, Kazakhstan, as well as Taiwan and mainland universities in China. They explored the new features of the development of higher education internationalization, the development path and mode of the internationalization, shared the international advanced education ideas and education modes, enhanced the ability of cross-cultural communication, made efforts to promote sustainable development for higher education in china.

## **II. The Establishment of the International Cooperation Research Platform of Each Colleges in 2017**

### *2.1 Chinese culture and the research center of Chinese culture overseas communication*

The center for Chinese literature and Chinese culture studies is devoted to the study of Chinese literature in Southeast Asia, America, India, the study of new immigrant literature, the study of Chinese contemporary and contemporary writers, and the study of literary trend schools. The study of Chinese poetry in Southeast Asia, America, India, has a great impact at home and abroad, and has published a series of influential results.

## **III. Promote the sustainable and harmonious development of the world and the region and carry out public welfare activities**

### *3.1 The Volunteer Activities of the University Students from Shaoxing and Taiwan*

In order to further promote the friendly interaction between the two sides of the Straits, should strengthen the cooperation and exchange between the intercollegiate volunteer education and teaching, and promote the healthy development of volunteer service in Shaoxing and Taiwan. On August 15th, fifth Shao--Taiwan university students volunteer cultural exchange activities launching ceremony was held in Jishan campus . This activity is based on the concept of "cross-strait one family", with volunteer service as the carrier, so that both young students in Shaoxing and Taiwan will feel the culture, learn from each other and deepen their friendship, so as to enhance cross-strait identification.

### *3.2 Volunteers Set Off for the Fourth World Internet Conference*

On November 25, 35 students served as volunteers for the fourth World Internet Conference. Volunteer with passion and enthusiasm, present the culture of Yuexiu in the international conference, to promote Chinese image, but also narrow the distance with people from all over the world.

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### *3.3 Teachers and Students Participate International Marathon in Shaoxing*

On November 11, the International Marathon was held in Shaoxing. ZYUFL began to prepare for the discussion and formulation of a special conference in August. We has assembled more than 400 volunteers to dedicate themselves to the International Marathon.

### *3.4 International Volunteer Team Practice Five Water Common Treatment*

On April 17, more than 30 overseas students from Japan, South Korea, Kazakhstan, Yemen and other countries in ZYUFL formed the international volunteer team, went to Shaoxing Keqiao riverside water treatment Co., Chang town to carry out the volunteer activities. In Anchang Town, students provide leaflets to the local residents and tourists , with simple Chinese to explain, improve people's awareness of environmental protection.

**Links:** <http://zyufl.cnjpkc.com>