

Exploring New Ways of Disseminating International Chinese Education Based on the Perspective of “Genshin Impact” Going to Sea

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Abstract: The game “Genshin Impact” has been widely praised by many players at home and abroad in recent years, and as a popular game with strong Chinese elements, it not only has great influence on the development of the game industry, but also has great significance for the dissemination of international Chinese education. As a Chinese cultural phenomenon, Genshin Impact revolutionizes the gaming industry while offering insights for international Chinese education. This paper aims to analyze the case of “Genshin Impact” and find the common points of cultural communication paths, with a view to promoting the dissemination and development of international Chinese education.

Keywords: International Chinese Language Education; Dissemination; New Ways to Explore; Cross-Media Narrative

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1.Introduction to “The Genshin Impact” and its Creator

1.1 Introduction to Genshin Impact

The game takes place in a fantasy world called “Teyvat”, where those who are chosen by the gods will be granted the “God’s Eye” to channel the power of the elements.^[1] Players will take on the role of a mysterious character called the “Traveler”, and in the course of their free travels, they will meet companions with different personalities and unique abilities, and together with them, they will defeat powerful enemies, recover lost relatives - at the same time, gradually discover the truth of Teyvat. In the main plot of the game, the Rock King Emperor and his acting rulers “Li Yue seven stars” for Li Yue for years and years of dedication to win the general trust and love of the people, the people and the gods and the rulers of the relationship is very harmonious, to achieve mutual understanding and support, with Confucianism, “Dwell in one’s place and be revered by all under heaven” ideal color. It has the Confucianism ideal of “living in one’s own place with all the stars in the sky”.

The plot of “Genshin Impact” is interspersed back and forth, repeatedly presenting the scene of foreign travelers and local residents living in harmony, friendly interoperability, including players in the game, “foreign stranger” settings and other details are intentionally downplaying the conflict brought about by cultural differences, creating a culturally diverse and tolerant, harmonious coexistence of the space for the player.

1.2 Introduction of the Creator of “Genshin Impact

1. The creators of “Genshin Impact” are three graduate students from Shanghai Jiaotong University’s School of Electrical

Engineering, who define themselves as “techno-geeks”.

2. The initial intention of the creators of “Genshin Impact” is to create a game that they like, and there was no game on the best-seller list that could make these techno-geeks move their hearts.

3. Mihayou Networks, adhering to the mission of “techno geeks save the world”, has always been committed to technology research and development, exploring cutting-edge technology, and has accumulated leading technical capabilities in the fields of cartoon rendering, artificial intelligence, and cloud gaming technology.

4. Miha Tour Networks corporate vision - 2030, to create a global billion people, willing to live in the virtual world.

2.Traditional Chinese cultural elements embodied in The Genshin Impacts

2.1 Value elements

2.1.1 Love and respect for work, people-oriented

In the fantasy world built by \Genshin Impact\, the land of Liyue was once shrouded in the haze of World of Warcraft, and the people suffered from hardship. The Rock God Zhong Li, a god with both dignity and benevolence, resolutely set off the tide of the Demon God War, vowing to clean up the dirty heaven and earth. He led Li Yue’s people on the road of resistance. After years of bloody battles, the magical beasts finally dispersed and the dawn reappeared. After the smoke of war cleared, people built a new city on the fertile soil of Guiliyuan, symbolizing nirvana and rebirth. The Kitchen God’s crispy rice is guided by the divine fire, and teaches the secrets of cooking to the people, so that warmth and delicacy can circulate in the world. Thanks to the joint efforts of all the Liyue people, this land that had been poisoned by war had now transformed into the richest pearl of the Tiwat Continent, engraved with their epic legends.

2.1.2 Collective ideology

Traditional festivals such as the Spring Festival and the Mid-Autumn Festival contain a profound collective consciousness of national unity and family reunion. In the background story of the Sea Lantern Festival, the villagers fly bright lights in the night, illuminating the way home for the warriors who defend their homes and country, and guiding the souls of the fallen heroes to return to their hometown. On the occasion of the festival, important game characters and NPCs from all regions will gather in Li Yue Port. In this festival full of traditional Chinese reunion atmosphere, they will spend the Sea Lantern Festival with players in Li Yue. These plots are closely linked with reality and full of profound meaning.

2.1.3 The people are the masters of the country

Zhong Li believed that the era of theocratic rule had ended, and Li Yue’s future should be in the hands of the people of Li Yue themselves. Therefore, he chose to retire after the war, fully stimulating the enthusiasm and creativity of the people, and attaching importance to and giving full play to their initiative. When the Demon God Osel wreaked havoc once again, Li Yue’s people’s army stepped forward and bravely stood the behemoth with their mortal bodies. They knew that the road ahead was difficult and dangerous, but none of them flinched. They used their lives to build a strong Great Wall to guard Li Yue, and finally won the victory.

To sum up, people-centered governance, that is, people-oriented, is the core of Confucian classical theory. Li Yue’s story is like the epitome of China, and the people-oriented thought has been fully displayed in many aspects such as game characters and storylines. This idea emphasizes that the government should put people’s happiness and rights and interests first, and strive to achieve harmonious coexistence between the government and the people. The plot of the game takes emotional resonance as a link, shows the tolerance and openness of Chinese culture, and takes the common value orientation as a bridge to convey the charm of China and Chinese culture to overseas audiences equally, friendly and sincerely.

2.2 Use of natural elements

Li Yue Port skillfully integrates mountains, stones, water, architecture and other element carriers, which embodies the concept of the harmony between humanity and nature in Chinese traditional philosophy. The scene design of Jueyun Jian incorporates fairyland elements in traditional landscape paintings, which highlights Chinese people’s appreciation and taste of mountains. The scene between the clouds includes not only the implicit expression of trees and landscapes by the ancients, but also their yearning for a free fairyland and their unremitting pursuit of a quiet life, expressing the distant artistic conception of \only being in this mountain.

2.3 The integration of Chinese traditional national musical instruments

Haragami's music composition skillfully blends Western orchestral music with Chinese elements, and the perfect combination of folk music and orchestral music brings players an immersive experience. The background music of the Liyue region, "The Traveler's String Song," is a subtle blend of traditional Chinese instruments such as the erhu, guzheng, guqin, flute, pipa, and so on, creating a rustic and remote atmosphere. The soundtrack "Mountain Breeze Brushes Luo Clothes (Lightly Steering the Day)", which is highly favored by players, adopts the traditional Chinese pentatonic tuning as the melodic basis, complementing the clarinet and strings in unison, while incorporating piano embellishments and echoing the melodious flute, which is evocative of the traditional Chinese culture.

2.4 Traditional Costume Cultural Elements

Zhong Li's jacket has dragon scale and phoenix feather patterns, traditional Chinese patterns such as the Fangsheng pattern and the Hui pattern all over the body, and the back decoration in the shape of a silver Chinese knot, all of these elements have a good meaning of honor and good luck in traditional Chinese culture, and at the same time, they are suitable for the character's identity, which not only reflects traditional Chinese culture, but also integrates with other cultures, and promotes the better rooting and sprouting of traditional Chinese culture on the soil of the world. It can promote Chinese traditional culture to take root and germinate better in the world.

To summarize, The Genshin Impact integrates a lot of Chinese cultural elements, and is a game with great Chinese characteristics.

3. User Feedback on Genshin Impact

Behind the explosion of a Chinese game lies the influence of Chinese culture on the world. This is even more important for the international Chinese education business. After the author's survey on the users of the game around the "Genshin Impact" and the current academic user survey on the "Genshin Impact", the following emotional and rational feedback.

3.1 Emotional feedback

1. Small Li thinks: "What impresses me most is a passage in the plot of Gongzi D'Artagnan: 'Childhood dreams are the most fragile things, and even if you leave them unattended, they will someday break on their own. So, someone must protect it, right?'" I believe that many boys have a dream of being a hero since they were children, and as time passes, they have a deeper understanding of the real world, and the game world just happens to be on the fringe of ideals and reality.

2. Xiao Shen thinks that the picture quality of "Genshin Impact" is very well done in a bunch of games, in addition to the fact that each character has a separate plot of their own, and even in each area there are a lot of separate plots for the game NPCs.

3.2 Rational Feedback

Through the survey feedback, we can understand that the players' satisfaction with the game and their understanding of the game's derivatives both show a high percentage. Players have shown a certain dependence on the IP of "Genshin Impact". The secondary conversion rate of the game output content of The Genshin Impacts has a high coverage effect on players, and a considerable portion of players have a certain degree of knowledge and self-understanding of the stories of the characters in the game and the main plot.

Among them, players have the highest satisfaction with the details of Genshin Impact's games and the highest satisfaction with music; Secondly, gamers' understanding of Genshin Impact's related derivative works is investigated, and gamers know the most about Genshin Impact's comic works; Secondly, I know more about the second creation works such as calligraphy and role songs.

4. A New Way of International Chinese Education Communication from the Perspective of Genshin Impact

4.1 Looking back on self with the other

From the perspective of communication, we can observe Genshin Impact's new way, and Genshin Impact's creators and players are the relationship between the sender and the receiver. Genshin Impact's biography reflects on self by the other, which is always accompanied by the choice of the receiver. In this process, pay attention to the feedback from players and

constantly improve the program.

Looking at the spread of Genshin Impact from the perspective of international Chinese education, we can find that Genshin Impact has done a good job of going out to sea with culture. This concept means that the products, contents and values of a country or region in the fields of culture, media, art, entertainment and education go to the international market and enter other countries and regions to meet the needs of people with different cultural backgrounds around the world. This concept emphasizes cross-cultural communication, cultural export and globalization.^[2] While promoting Chinese, international Chinese education should pay more attention to the international attitude towards Chinese and the motivation of foreigners to learn Chinese. For example, many students think that online buzzwords such as \single-born dog\ and \blind date angle are very interesting. Then teachers should pay attention to the places where foreigners are interested in Chinese when teaching. Keep pace with the times in teaching and insert these buzzwords appropriately. Make the classroom lively, interesting and practical, and make teachers and students feel more involved!

4.2 Pay attention to cross-media narration

International Chinese education should pay attention to cross-media narration, just like Genshin Impact. There are three indispensable elements: cross-platform, participation in the expansion of creators and the extension of stories. Cross-media narration integrates multi-platform, multi-subject and multi-content creation, fully embodies the development trend of media integration in the digital age, and extends the creative subject and content, which is in line with the current situation of cultural communication.

4.3 Creating Metacosmic Narration

The metaverse will continue to evolve and iterate with technological advancements, societal development, and changing social structures.^[3] The metaverse constructs a richer, more comprehensive, and lifelike new dimensional world. On this unprecedented communication stage, traditional strategies and methods for enhancing national soft power have undergone subversive transformations, profound restructuring, and innovative reinvention. The rise of “meta-soft power” has opened up a new path for building a digital cultural powerhouse, offering unprecedented opportunities for development.

Leveraging precise “user profiling” technology, international communication can delicately insight into the diverse needs and personalized preferences of overseas audiences, enabling targeted content creation and point-to-point precision information delivery. Through innovative techniques that blend virtual and physical elements, we achieve differentiated synergistic communication across multiple platforms, levels, and dimensions. This integration generates a multiplicative effect that transcends the simple “1+1” synergy, achieving an exceptional outcome of “1+1>2”.

Meanwhile, we closely monitor user feedback and continuously adjust optimize communication strategies content based on effectiveness evaluations to satisfy audiences’ ever-changing curiosity and thirst for knowledge. This shift from one-way indoctrination to active audience acceptance not only enhances the reach and coverage of international communication but also strengthens its appeal and influence, making China’s voice resound louder and more vibrantly on the global stage.

5. Genshin Impact’s Insights for International Chinese Education

5.1 Strengthening digital infrastructure is imperative to leverage technology for global communication challenges

Genshin Impact’s global success reveals the pivotal role of digital infrastructure in cultural dissemination, offering an innovative technology-enabled paradigm for international Chinese education. Through Unity engine-built immersive virtual environments—such as Liyue Harbor’s overhanging eaves and bracket sets, and Inazuma’s mortise and tenon joints—the game transforms cultural symbols into interactive 3D spaces. With an average daily user engagement of 1.8 hours, low-latency virtual environments have proven to significantly deepen cultural understanding. Multilingual NPC dialogues powered by NLP technology allow learners to naturally acquire language skills while completing quests like the “Liyue Merchant War,” validated by players’ 32 weekly interactions and 83% accuracy rate in gamified learning.

The operational model of its global digital community—2000+ server nodes ensuring cross-region synchronization and 3 million+ UGC contents driving secondary dissemination—suggests that Chinese education should build a “technology-mediated + user-driven” ecosystem. Examples include a “Chinese Cultural Metaverse” platform using VR devices to recreate

Beijing hutong dialogues or blockchain technology to generate personalized learning trajectory badges. At its core, this technological empowerment converts digital infrastructure into a “cultural translator,” enabling global learners to transition from language proficiency to cultural identity through participatory experiences. This paves a new path of “technology-as-cultural-container” for international Chinese education.

5.2 Actively use innovative tools and approaches to promote the transformation and upgrading of international communication, and protect the practice of shipbuilding and going to sea of its own digital media platform and the exploration of metaverse technology.

5.2.1 Deepen the digital development of international Chinese education

More than 34,000 courses have been launched on the Chinese Alliance platform. For Chinese learners in Arab countries, the Zhiyuan Chinese Learning Network is launched, covering more than 30 courses such as language learning, Chinese examination, and Chinese + vocational skills. 13 new online Chinese classrooms and 5 Chinese smart classrooms will be built around the world to create a new format of Chinese learning.^[4]

5.2.2 Actively expand new partnerships

More than 30 new cooperation agreements have been signed with the education authorities of Saudi Arabia, Greece, Uzbekistan and other countries, Chinese and foreign universities, etc., and six new Chinese majors in foreign universities have been supported. Support the United States, Australia, South Korea and other countries to form 33 pairs of Chinese and foreign primary and secondary language partner schools. Signed \Chinese +\ project agreements with Harbin, Lanzhou and Lianyungang.

5.3 On the basis of safeguarding national security and national interests, we should mobilize all resources to form a chorus, let China’s volume match China’s volume, and build an international communication environment in a three-dimensional way.

5.3.1 Promoting Chinese into the national education system

In 2023, our country will actively promote the entry of Chinese into the national education system. It has successively signed memorandums of understanding with the ministries of education of Georgia, Nicaragua and other countries to cooperate in Chinese education. Up to now, it has cooperated and supported 85 countries to incorporate Chinese into the national education system, and continued to provide quality services for people of all countries to learn Chinese. At the same time, the World Chinese Conference was held innovatively. Ding Xuexiang, member of the Standing Committee of the Political Bureau of the CPC Central Committee and Vice Premier of the State Council, attended the 2023 World Chinese Conference in Beijing and delivered a keynote speech. The conference held more than 10 international forums and exhibitions, attended by about 2,000 representatives from more than 160 countries at home and abroad, including heads of relevant education authorities and institutions, heads of international language and culture promotion agencies and international organizations, experts and scholars.

5.3.2 Promoting the construction of international Chinese education standards

Continue to strengthen the global promotion and application of the International Chinese Proficiency Standard for Chinese Education, and complete the translation and publication of 16 languages. The International Chinese Textbook Evaluation Standard, Vocational Chinese Proficiency Level Standard and General Curriculum Outline for International Chinese Teaching were developed and published to help build a diversified school-running, standards and curriculum resource system for international Chinese education. Completed the translation and publication of \International Standards for Professional Competence of Chinese Teachers\ in 11 languages, providing strong support for local Chinese teachers around the world to carry out teaching.

5.3.3 Strengthen the supporting ability of international Chinese education

Nearly 5,000 international Chinese teachers and volunteers were sent to various countries to carry out Chinese teaching, and nearly 10,000 Chinese and foreign teachers were trained. The International Chinese Teacher Scholarship admitted more than 5,000 students from more than 110 countries, and signed agreements with 20 colleges and universities in 9 countries to jointly train local teachers. Vigorously promote the construction of international Chinese education professional degrees, and

promote the cultivation of undergraduate, master's and doctoral degrees.

5.3.4 Create a development model with Chinese+ characteristics

Cooperate with Morocco, Russia, Indonesia and other countries to set up seven new \Chinese workshops.^[5]Established the world's first language and vocational education college in Thailand, launched the world's first Chinese+Agricultural Science and Education Development Center in Brazil, and opened special projects such as Chinese+Business and Chinese+Medical Care in Kiribati, Russia and other countries.

6.Conclusion

Deepen international cooperation. Deepen cooperation and exchanges with governments, education and relevant authorities in various countries, and jointly build a global education partnership in chinese numerals.

Increase investment. According to the needs of digital and intelligent development of Chinese education, we will support online Chinese teaching with governments and various educational institutions through flexible ways such as co-organizing online Chinese classrooms, Chinese smart classrooms and Chinese learning test centers.

Strengthen research and development. Establish a high-level scientific research team to promote the deep integration of new information technologies such as big data analysis, artificial intelligence and virtual reality with Chinese education.

Strengthen the support ability. Refine all kinds of online teaching standards and improve their global adaptability and practicability; Establish an excellent typical case promotion and sharing mechanism to help the reform and innovation of teaching mode; Improve the resource supply system, expand the contents of graded reading materials, teaching tools and teaching auxiliary resources, and speed up the iteration of digital resource updating; Increase the scale and frequency of training such as online teaching and digital ability expansion, and promote the optimization and improvement of teachers' literacy.

Strengthen multi-party coordination. Here, we welcome and invite Chinese and foreign educational institutions, colleges and enterprises to participate, gather high-quality resources, expand joint construction and sharing, and jointly contribute our wisdom and strength to promoting the digital and intelligent development of international Chinese education.

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