

# Employment Status and Countermeasures for Chinese Language Majors

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## ABSTRACT

This paper provides an in-depth analysis of the current employment situation of Chinese majors and puts forward corresponding countermeasures. By sorting out the employment profiles, employment fields and challenges faced by Chinese language graduates, it is found that there is a prominent contradiction between the supply and demand of Chinese language graduates, changes in the demand for vocational skills as well as a disconnect between education and actual demand. In view of these problems, this paper puts forward countermeasures and suggestions for education reform and innovation, vocational skills improvement and broadening employment channels. It is hoped that these suggestions can provide certain reference and inspiration for the educational reform of Chinese language majors and the employment of graduates.

## KEYWORDS

Chinese language major; Employment status; Countermeasures; Educational reform; Vocational skills improvement

## 1. INTRODUCTION

With the acceleration of globalisation, Chinese language is becoming more and more important in the international arena, and more and more people choose to learn Chinese. China's higher education is gradually popularised, and the number of graduates majoring in Chinese language is increasing year by year. However, the employment market of Chinese language majors shows a situation of supply exceeding demand, and the employment situation of Chinese language majors is becoming more and more severe. Against this background, this paper aims to analyse the current employment situation of Chinese language majors, discuss the reasons for the employment problems of Chinese language majors, and put forward corresponding countermeasures, so as to provide references for the reform of Chinese language education and talent cultivation.

In this paper, we firstly sort out the current employment situation of Chinese majors, and analyse the employment profile, employment fields and challenges faced by the current graduates of Chinese majors by reviewing relevant information and statistical data. Secondly, the employment problems of Chinese majors are analysed in depth from the aspects of the contradiction between supply and demand, changes in the demand for vocational skills, and the disconnection between education and actual demand. On this basis, the paper puts forward a series of countermeasure suggestions, including education reform and innovation, vocational skills improvement, and broadening employment channels. Finally, the whole paper is summarised, stressing the urgency and importance of the employment problem of Chinese majors, and expecting that the research of this paper has certain reference value for improving the employment status of Chinese majors.

## **2. EMPLOYMENT SITUATION OF CHINESE LANGUAGE MAJORS**

### **2.1. Employment Overview**

As one of the traditional advantageous majors in China's colleges and universities, Chinese major has always been highly favoured by students and parents. However, with the rapid development of society and economy, the employment situation of Chinese major has also changed a lot. This paper will briefly introduce the employment overview of Chinese major and analyse the current employment status of Chinese major.

On the whole, the employment rate of Chinese language majors is relatively high, and the graduates are distributed in many fields such as education, culture, media and enterprises. In recent years, with the country's emphasis on traditional culture, the demand for graduates of Chinese majors in education, culture and other fields has gradually increased. In addition, with the continuous improvement of China's international influence, Chinese language education has become more and more popular globally, and graduates of Chinese language majors also have high employment prospects in the fields of international exchanges and teaching Chinese as a foreign language [1].

However, at the same time, the employment of Chinese language majors also faces certain challenges. On the one hand, with the intensification of market competition, graduates of Chinese majors face the pressure of competition with graduates of other majors in the process of employment. On the other hand, the employment field of Chinese majors is relatively narrow, and many graduates face the problem of 'not matching their majors' in the process of job hunting. In addition, with the development of science and technology, some traditional employment fields are gradually shrinking, such as print media, which also brings certain employment pressure to graduates of Chinese majors.

To sum up, the employment situation of Chinese language majors has both advantages and challenges. In order to cope with these challenges, graduates of Chinese majors need to continuously improve their comprehensive quality and actively expand their employment fields to adapt to the ever-changing employment market. At the same time, colleges and universities and relevant departments also need to strengthen the educational reform and innovation of Chinese language majors, provide students with more practice and internship opportunities, and improve the employment competitiveness of graduates [2].

### **2.2. Employment Field**

What choices do graduates of Chinese language majors usually have in the employment market? According to the current employment situation, the employment fields of Chinese majors are relatively wide, mainly including the following aspects:

Firstly, education industry is one of the main employment fields for Chinese language graduates. They can be engaged in teaching Chinese at all levels and in all kinds of schools, such as primary and secondary schools, universities and adult education institutions. In addition, with the rise of Chinese language international education, there is an increasing demand for Chinese language teachers in many countries and regions, which also provides abundant employment opportunities for Chinese language graduates [3]. Secondly, the media and publishing industry is also an important employment direction for Chinese language graduates. They can work as editors, reporters, choreographers and directors in media organisations such as newspapers, magazines, TV stations and radio stations. Meanwhile, with the rapid development of digital publishing and online media, Chinese language graduates can also play their professional advantages in online platforms, self media and other fields [4]. Again, the cultural departments of cultural companies and enterprises and institutions are also one of the employment choices for Chinese language graduates. In these units, Chinese language graduates can be engaged in cultural promotion, copywriting and corporate training. They make use of their language and cultural literacy to provide various cultural services for enterprises and

individuals. In addition, the translation and interpreting industry is also a popular choice for Chinese language graduates. They can work as interpreters in multinational corporations, government departments, diplomatic organisations and other fields. With the deepening of China's foreign exchanges, the demand for interpreting talents is increasing, which provides a broad employment space for Chinese language graduates [5]. Finally, Chinese language graduates can also develop in the field of research, such as engaging in linguistics, literature, cultural research and so on. They can work in the research departments of colleges and universities, scientific research organisations or enterprises and institutions, contributing to the development of China's language and culture.

To sum up, graduates of Chinese language majors have abundant choices in the job market. However, due to the fierce competition in the market, Chinese language graduates also need to continuously improve their professional ability and comprehensive quality to adapt to the ever-changing employment environment [6].

### **2.3. Employment Challenges**

Chinese language majors face many challenges in the employment market. Firstly, with the development of market economy and increasingly fierce market competition, there are relatively fewer employment positions for Chinese majors, resulting in the situation of supply exceeding demand. Secondly, the content of Chinese language majors is relatively broad, but in the actual employment market, the demand of enterprises for Chinese language majors is mainly concentrated in some specific fields, such as education, media, culture, etc., which makes Chinese language majors need to face the pressure of industry selection in the employment process [7]. In addition, with the rapid development of science and technology, some emerging industries are gradually rising, such as the Internet, artificial intelligence, etc. There is a certain gap between the demand for talents in these industries and the traditional education mode of Chinese language majors, which makes Chinese language majors have certain difficulties in adapting to these emerging industries. At the same time, due to the relatively single vocational skills of Chinese majors, the lack of practical experience and practical operation ability also puts them at a disadvantage in the process of employment. In addition, the current social requirements for academic qualifications are getting higher and higher, and many positions require candidates to have a master's degree or above, which undoubtedly increases the difficulty of employment for Chinese majors. In addition, some Chinese majors pay too much attention to the learning of theoretical knowledge and neglect the cultivation of practical ability, which also puts them in an unfavourable position in the employment process [8].

To sum up, Chinese majors face many challenges in the employment market, and in order to improve the employment rate, they need to make efforts in education reform, vocational skills improvement, and broadening employment channels.

## **3. ANALYSIS OF EMPLOYMENT PROBLEMS OF CHINESE MAJORS**

### **3.1. Conflict of Supply and Demand**

The current situation of the contradiction between supply and demand of Chinese majors is multifaceted. Firstly, with the rapid development of China's economy and the improvement of its international status, the demand for Chinese language international education is growing rapidly. Many countries and regions show strong interest in Chinese language education, which provides certain external market demand for Chinese language graduates. However, in the domestic market, the employment situation of Chinese language majors is not optimistic. On the one hand, traditional cultural and educational units, such as schools and publishing houses, offer a limited number of jobs with fierce competition. On the other hand, with the development of the Internet and artificial intelligence, the demand for graduates of Chinese language majors in emerging industries is also changing, which puts new demands on their comprehensive quality and skills [9].

In addition, graduates of Chinese language majors face competition with graduates of other majors in the job market. For example, foreign language graduates are more competitive in the context of globalisation, while computer science graduates are more popular in technology-driven industries. This contradiction between supply and demand makes Chinese language graduates have to face a tougher reality in employment.

In order to solve this contradiction between supply and demand, it is necessary to strengthen the diversified cultivation of students from the perspective of education reform, so as to improve their comprehensive quality and practical working ability. At the same time, students majoring in Chinese language also need to actively adapt to the market demand and broaden their employment field by learning new skills and knowledge. In short, the contradiction between supply and demand of Chinese language majors is a complex problem, which requires joint efforts from education reform, market demand and talent cultivation with a view to alleviating and eventually solving the contradiction [10].

### **3.2. Changes in Demand for Vocational Skills**

In the current social environment, the employment market of Chinese language majors is facing the challenge of changing demand for vocational skills. In the past, Chinese language graduates were mainly oriented to the fields of education, media and culture, while with the development of science and technology and economic changes, new occupational fields and skill demands are constantly emerging [11].

Firstly, with the development of the Internet and digital media, there is an increasing demand for Chinese language professionals with new media operation skills. These talents need to master skills such as online marketing, content creation, and data analysis in order to effectively disseminate information and operate content on various new media platforms. Secondly, with the advancement of artificial intelligence and natural language processing technology, the demand for Chinese language professionals with language technology application skills is also growing. These talents need to master the cross knowledge of computer science and linguistics, and be able to use artificial intelligence technology to analyse and process language data and develop language application products [12]. In addition, with the deepening of international communication, the demand for Chinese language professionals with cross-cultural communication skills is also increasing. These talents need to have good foreign language skills, understand the communication styles and habits in different cultural contexts, and be able to effectively communicate and coordinate across cultures.

Therefore, the educational reform of Chinese language majors needs to pay more attention to cultivating students' vocational skills in order to adapt to the changes in market demand. Schools can increase practical courses, provide internship and practical training opportunities, encourage students to participate in real projects, and cultivate their practical skills and innovative thinking ability. At the same time, students also need to actively adapt to changes in market demand, take the initiative to learn and master new skills, and improve their competitiveness. Only in this way can Chinese language graduates find their place and realise their own value in the competitive job market [13].

### **3.3. Disconnection Between Education and Actual Demand**

The problem of disconnection between education and actual demand of Chinese language majors is becoming more and more prominent in the current job market. Firstly, the educational content does not match the market demand. At present, the curriculum of Chinese language majors tends to focus too much on theoretical knowledge and neglects the cultivation of practical application ability. The focus of teaching in schools still stays in traditional fields such as classical literature and linguistics, while what the market needs are talents with practical ability and good at cross-cultural communication [14]. Secondly, the practical teaching link is insufficient. Many Chinese language students lack sufficient practical experience during their college years, which causes great trouble for them to enter the workplace after graduation. Schools should strengthen practical teaching, such as

adding internships and practical courses, organising students to participate in various practical activities, and improving their practical working ability. In addition, the way of education also needs to be changed. The traditional lecture-style teaching can no longer meet the requirements of modern society. Schools should adopt more diversified teaching methods, such as case study and discussion teaching, to stimulate students' interest and initiative in learning, and cultivate their independent thinking ability and innovative spirit. Finally, the co-operation between schools and enterprises also needs to be strengthened. Schools can understand the market demand, adjust the curriculum, and provide students with opportunities for internship and practice by establishing cooperative relationships with enterprises. At the same time, enterprises can also cultivate talents that meet their own needs through schools, achieving mutual benefit and win-win situation.

In conclusion, the problem of the disconnection between education and actual demand of Chinese language majors needs to be taken seriously. Educational departments and relevant institutions should take effective measures to promote educational reform, so as to make the education of Chinese language majors more in line with the market demand and create conditions for the smooth employment of students [15].

## **4. SUGGESTIONS FOR COUNTERMEASURES**

### **4.1. Educational Reform and Innovation**

Educational reform and innovation are the key to solving the employment problem of Chinese majors. At present, the education mode and curriculum of Chinese language majors need to keep pace with the times and better adapt to the market demand. Firstly, schools should strengthen practical teaching and increase the number of practical training sessions, so that students can get in touch with the actual working environment during their school years and improve their practical ability and vocational skills. Secondly, the curriculum of Chinese language majors should be more diversified. In addition to the traditional courses in literature and linguistics, interdisciplinary courses, such as translation, education, media, etc., should be offered to meet the needs of different employment directions. In addition, schools can cooperate with enterprises and industrial organisations to jointly develop courses to ensure that the teaching content keeps pace with the market demand. Through educational reform and innovation, Chinese language professionals with innovative spirit and practical ability can be cultivated and their employment competitiveness can be improved.

### **4.2. Vocational Skills Enhancement**

In the current employment market of Chinese language majors, students need to have diversified vocational skills to adapt to the ever-changing demands. First of all, Chinese majors should strengthen the cultivation of language skills, not only proficient in Chinese, but also master one or more foreign languages to adapt to the international employment environment. In addition, with the development of new media and digital technology, Chinese majors also need to master certain modern communication skills, such as online news editing and social media operation, in order to broaden the employment field. In addition, Chinese majors should strengthen the cultivation of cross-cultural communication skills and understand the communication styles and communication strategies in different cultural contexts in order to communicate effectively in a multicultural environment. Meanwhile, it is also crucial to enhance self-marketing skills. Students should learn how to package themselves and showcase their strengths and specialties to enhance their competitiveness in the job market. To meet the market demand, schools and educational institutions should also adjust their curricula, strengthen practical teaching, and provide more internship and practical training opportunities, so as to help students integrate theoretical knowledge with practical work and enhance their vocational skills. At the same time, schools can co-operate with enterprises to carry out industry-

university research projects, so that students can exercise their skills in real work and adapt to the workplace environment in advance.

To sum up, Chinese language students should strengthen the cultivation of language skills, intercultural communication skills, modern communication skills and self-marketing skills to adapt to the increasingly severe employment situation. At the same time, schools and educational institutions should adjust the curriculum, strengthen practical teaching, and provide students with more internship and practical training opportunities to improve their vocational skills and competitiveness in employment.

### **4.3. Broadening Employment Channels**

Broadening the employment channels for Chinese language students is the key to solving the employment problem. Firstly, schools and educational institutions can strengthen cooperation with enterprises, governments and international organisations to provide students with more internship and employment opportunities. Secondly, students can be encouraged to start their own businesses and provided with relevant training and support. In addition, students can be guided to focus on emerging industries and fields, such as the Internet and artificial intelligence, which are gradually increasing the demand for Chinese language students. Meanwhile, students themselves need to actively broaden their employment channels. They can increase their social experience and interpersonal relationships through participating in various societies, volunteer activities, internships, etc. to expand the range of employment options. In addition, students can also make use of tools such as online platforms and social media to build their personal brands and enhance their popularity and attractiveness. The government and relevant departments should also introduce relevant policies to provide more employment opportunities and support for Chinese language students. For example, they can provide more positions such as civil servants and institutions for Chinese language students, or provide more convenience and support for their employment overseas.

In short, broadening the employment channels for Chinese language students requires the joint efforts of schools, students and the government. Only through the co-operation and support of many parties can we effectively solve the employment problems of Chinese language majors and let them achieve better development in their future career.

## **5. CONCLUSION**

In the current social environment, the employment status of Chinese language majors faces a series of challenges. However, through the countermeasures of educational reform and innovation, vocational skills enhancement and broadening employment channels, we have reasons to believe that the employment prospect of Chinese majors is bright.

First of all, educational reform and innovation is the key to enhance the employment competitiveness of Chinese language majors. Education departments should pay attention to the market demand, optimise the curriculum and strengthen practical teaching, so that students can master professional knowledge while possessing strong comprehensive quality and practical operation ability. In addition, schools can co-operate with enterprises to carry out industry-university-research projects and provide students with internship and practice opportunities to enhance their employment competitiveness. Secondly, vocational skills enhancement is an important way to improve the employment rate of Chinese language graduates. Students should pay attention to the cultivation of vocational skills, such as cross-cultural communication skills and the ability to apply educational technology, in the process of learning. At the same time, students also need to have the consciousness of lifelong learning, constantly enrich themselves and adapt to the changing social environment. Finally, broadening employment channels is also an important means to improve the employment situation of Chinese language majors. Schools, the government and the community should work together to create more

employment opportunities for Chinese language graduates. For example, students should be encouraged to participate in volunteer services, grassroots employment programmes, or join the cultural and educational industries. Meanwhile, international co-operation should be strengthened to provide students with overseas employment and internship opportunities.

In conclusion, although the current employment situation of Chinese language majors faces challenges, we have reasons to believe that the employment prospect of Chinese language majors is bright through countermeasures such as education reform and innovation, vocational skills enhancement and broadening of employment channels. Let us work together to create a bright future for Chinese language graduates.

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