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The Communicative Function of University and Its Realization in a Globalized World

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Outlines

- **What is the rationality of the communicative function of university?**
- **What is the communicative function of university?**
- **How to implement it?**

What is the rationality of the communicative function of university?

- **Communication is one of the essential characters of university**

“The activities of human beings conclude two fields, one is the labour productivity, the other is the communicative activity. Society is a network weaved by communicative behaviours, which plays a decisive role in the process of social development.” ———Jurgen Habermas

✓ *“In the globalized world, the function of modern university is appearing and strengthening, which is the communicative and interactive function among human civilizations.”*

——Wu Qidi

✓ *“The purpose of university in the society should not only confined in promoting economic development. The university in the globalized world plays an important role in producing general knowledge, increasing international exchanges and building a promising world.”*

——Colin Lucas

➤ Communication is the result of its own development logic of university

- ✓ *Communication contributes to the birth of modern university, the origin of university cannot separate with communication.*
- ✓ *Communication promotes modern university to develop and improve constantly, and the development of university depends on communication.*

➤ *University communication is the objective requirement of social development under the globalized world*

✓ *Higher education as a window of the world*

✓ *University as a worldwide organization beyond national and cultural borders*

What is the communicative function of university?

- *Cultivate “world citizens” required in the globalized world*
 - ✓ *global perspective and knowledge*
 - ✓ *accept and appreciate cultural differences*
 - ✓ *international vision*
 - ✓ *bridge the gap between cosmopolitanism and nation states*

➤ *Promote communication and integration between different cultures and the healthy development of multicultural diversity*

✓ *multicultural model vs single-polarization*

✓ *culture hegemonism*

✓ *cultural self-consciousness*

✓ *dialogue between different civilizations*

➤ *Reduce social conflicts effectively and promote world peace and development*

✓ *communication, understanding, tolerance and respect*

✓ *maintain a critical attitude to society*

✓ *Research*

✓ *service*

The Path to Realize the Communicative Function of University in Globalized World

- *Setting up new ideas, and university presidents should play the central role*
- *Conducting extensive international exchanges, increasing international education cooperation*

➤ *Implementing multicultural education and international understanding education*

➤ *Strengthening general education, promoting the integration of science and humanities education*

*Thank you very much,
Welcome to Xi'an!*



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