

The Practical Significance of Youth Volunteers in Colleges and Universities to Promote Mandarin to Empower Rural Construction

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Abstract

Language and writing is the support of the country's comprehensive strength. Under the background of the comprehensive promotion of the rural revitalisation strategy, the promotion of Mandarin is not only the basic project to improve rural human capital, but also the main grasp to promote the flow of urban and rural factors and stimulate the endogenic power of rural areas. As the main force of knowledge dissemination and social services, the participation of youth volunteers in colleges and universities has injected fresh blood and innovative vitality into rural construction. Starting from the coupling relationship, this article systematically explains the multi-dimensional value of youth popularisation in making up for the shortcomings of education, breaking down industrial barriers, and unblocking grass-roots governance. On this basis, it puts forward feasible paths such as differentiated popularisation content design, construction of school-local linkage mechanism, volunteer capacity training strengthening and multi-dimensional empowerment practice, so as to promote the new era Provide theoretical reference and practical guidelines for rural revitalisation.

Keywords

College youth volunteers; promote Mandarin; rural construction; language governance.

1. Introduction

Entering the new development stage of comprehensively promoting rural revitalisation, the challenges faced by rural development have shifted from the "hard short board" of infrastructure to the "soft bottleneck" of human capital, information circulation and social governance. As a basic tool for information carrying and meaning construction, the universality of language directly affects the acquisition of individual development opportunities and the level of integration of regional economy and society. China's dialect area is vast and the language ecology is complex, and the popularity of Mandarin in some remote rural areas is still at a low level. This reality restricts the improvement of education quality, hinders the extension of the industrial chain, and increases the cost of grass-roots governance. At the same time, colleges and universities bear multiple missions such as talent training, scientific research, social service, cultural inheritance and innovation. Young students are not only enthusiastic about social welfare, but also have systematic language and writing knowledge and teaching methods, which can become a bridge between national language and writing policies and the actual needs of rural areas. Therefore, embedding the promotion of Putonghua in college youth volunteers into the overall framework of rural construction is not only a theoretical expansion of language governance function, but also a practical response to the diversification of rural revitalisation subjects, which has a distinct value of the times.

2. The Relationship Between Youth Popularisation and Rural Construction

Language and writing are the basic resources for economic and social development. Their popularity and quality of use deeply affect the accumulation of individual ability and the release of regional development potential[1-3]. At a time when the rural revitalisation strategy is fully launched, rural construction needs capital, technology, industry and other "hardware" support, which cannot be separated from the guarantee of "software" such as smooth information circulation, efficient interpersonal communication, and cultural identity cohesion. The promotion of Mandarin is precisely the key to these soft needs, which can reduce the cost of communication, promote the diffusion of knowledge, enhance the ability of market docking, and create basic conditions for industrial development, education improvement and governance optimisation. As the most active social group, the age characteristics of college youth volunteers determine the natural psychological closeness and role model demonstration effect between them and rural teenagers. Their knowledge structure enables them to go beyond simple and mechanical pronunciation training and organically combine language teaching with cultural infiltration and skill transfer. Rural construction provides a practical field for young volunteers to show their talents and recognise the national conditions, so that they can realise the unity of self-growth and social value in the process of service. Youth popularisation injects sustainable language momentum into rural development, helping farmers break through the shackles of information occlusion and obtain resource allocation opportunities in a broader market. The two achieve each other, empower each other, and jointly point to the fundamental goal of human modernisation.

3. The Significance of Youth Volunteers in Colleges and Universities to Promote Mandarin to Empower Rural Construction

3.1. Make up for the shortcomings of rural education

The weakness of rural education is reflected in the insufficient number of teachers, backward teaching facilities and other prominent levels. The deeper problem is that the lack of language environment has long-term constraints on students' cognitive development and academic achievement. Many school-age children in remote areas have been immersed in the dialect environment since childhood. After entering the school, there are naturally obstacles such as difficulty in phonetic identification, deviation in semantic understanding and lack of confidence in expression for the textbook system and classroom teaching with Mandarin as the carrier. This kind of linguistic maladjustment is often misread as a lack of learning ability, and then form It becomes a vicious circle. Young college volunteers go deep into rural schools to promote Mandarin, which brings not only the training of standard pronunciation and the guidance of standardised words, but also a re-establishment of language confidence. They let children feel Mandarin in a relaxed atmosphere through recitation activities, situational dialogues, story creation and other forms of teaching and fun. Express charm and gradually eliminate shyness and anxiety when opening your mouth. At the same time, volunteers can also keenly find out the systematic weaknesses of students in Chinese learning in the process of popularisation, provide timely feedback to local teachers and assist in formulating targeted improvement plans, so as to organically connect the popularisation work with the improvement of the quality of Chinese teaching and the cultivation of reading habits, and provide lifelong learning for rural children. The foundation of ability allows them to have a fairer starting line in future education, employment and social mobility.

3.2. Break down the language barriers of the industry

The focus of the development of rural industry revitalisation is to open up the value chain of production, processing, circulation, sales and other links, and the lack of language is precisely a hidden obstacle that is often ignored but actually exists. At the end of agricultural production, the introduction of new varieties requires the on-site guidance of technical personnel, and standardised planting and breeding norms need to be clearly conveyed through language. If farmers cannot accurately understand the technical points, it is difficult for advanced agricultural technology to really take root. On the product sales side, modern business models such as e-commerce live broadcast, brand marketing, customer docking, etc. put forward higher requirements for the language expression ability of practitioners. It is difficult for a farmer who cannot introduce product characteristics in fluent Mandarin to win the trust and favour of consumers on the online platform. The development of rural tourism resources also faces similar difficulties. If homestay operators, tour guides and craftsmen cannot clearly convey local cultural stories and customs characteristics through Mandarin, the travel experience will be greatly reduced. With their good language literacy and skilful use of new media tools, young college volunteers can provide customised language services for rural industry practitioners: carry out special training on technical terms for large farmers, design product promotion speech templates for e-commerce entrepreneurs, and write commentary for tourism practitioners. And carry out scenario simulation drills. Various small measures can effectively reduce the cost of communication in industrial operation, so that rural resources can be identified and priced in a larger market, and language ability can be transformed into real economic benefits.

3.3. Open up grass-roots communication channels

To a large extent, the effectiveness of rural governance depends on the two-way smoothness of top-down information transmission and bottom-up collection, and language barriers are often potential factors that cause policy implementation deviations and obstruction of public opinion expression. When village cadres are used to using dialects and ignore the popularisation and promotion of Mandarin when conveying policies to benefit farmers, organising villagers' deliberations, and mediating conflicts and disputes, it is easy to form a blind spot of communication between generations and between foreign population and local residents, resulting in some groups having a half-understanding or even misunderstanding of the content of the policy[4-5]. With the in-depth promotion of rural revitalisation, more and more external resources, project funds and professional talents have entered the countryside. The communication between village cadres, agricultural experts, enterprise representatives and other foreign personnel and local villagers urgently needs a common language platform to support. Young college volunteers go deep into the rural grass-roots level to carry out popularisation activities, which is far more significant than language teaching itself. They can assist the two village committees to transform important policy documents into easy-to-understand Mandarin expressions and spread them widely through broadcasts, short videos, publicity columns and other channels; they can organise villagers to carry out Mandarin daily life. Conversation training, especially for left-behind women, elderly groups and other relatively disadvantaged groups, to improve their expression ability to participate in public affairs; collect the real demands and opinions and suggestions of villagers in the process of volunteer service, summarise them in standardised written language and submit them to grassroots organisations, so as to give full play to the link of information transmission. Promote the formation of a more inclusive, efficient and harmonious grass-roots communication ecology.

4. Young Volunteers in Colleges and Universities Promote the Practical Path of Mandarin to Empower Rural Construction

4.1. Customised differentiated promotion content

Rural society is not a homogenised single whole. The demand for Mandarin varies significantly in different regions and groups, and it is difficult to reach the actual pain point of the unified popularisation plan. Before volunteers serve, it is necessary to go deep into the field to carry out language demand research and understand the basic face of the local language ecology through visits and observation, questionnaires and in-depth interviews. According to the research data of a village, the proportion of people who use dialect, Mandarin and dialect in daily life is mainly Mandarin, as shown in Figure 1. Behind the data is a distinct intergenerational differentiation. The popularity rate of Mandarin among villagers over 60 years old is less than 30%. There are obvious shortcomings in Pinyin recognition and standardised expression for left-behind children. Although middle-aged and young people have a foundation, they face the bottleneck of "strong rural accent and rusty expression". The usage scenarios also show a trend of differentiation. Schools and workplaces exceed 80%, dialects are still dominant in family and socialising. In response to this complex ecology, volunteers should follow the principle of local policies and teaching according to people for accurate design, but differentiation is not the same as arbitrary. The teaching content must be based on the national language and writing norms, and at the same time, take into account the characteristics of local dialects for positive guidance, so that the popularisation work has both scientific standards and local temperature.

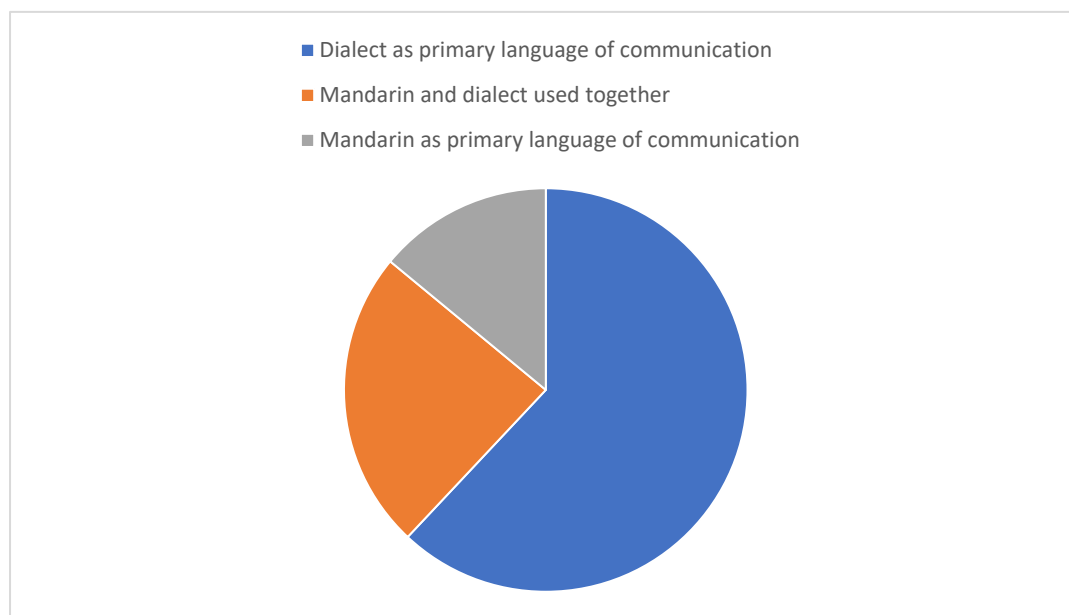


Figure 1. Composition of the daily language use of villagers in a village

4.2. Build a normalised service mechanism for school-local linkage

Although short-term centralised popularisation activities can produce a certain immediate effect, the acquisition and consolidation of language ability is essentially a gradual process that requires long-term infiltration and repeated practice. The lack of continuous volunteer service is difficult to have a real impact. The establishment of a stable and long-term linkage mechanism between universities and localities can effectively solve relevant problems. At the level of colleges and universities, the popularisation of volunteer service should be integrated into the practical education system, special funds and disciplinary recognition methods should be established, and relevant departments (such as Chinese, education, news communication,

agricultural economy, etc.) should be encouraged to form interdisciplinary volunteer service teams to ensure the continuous supply of talents and professional support. At the local level, it is necessary to clarify the docking departments and coordination mechanisms, led by the county-level language and writing work committee or the education administrative department, to accurately match the service needs of college volunteers with the actual needs of each township and village, and provide volunteers with the necessary working conditions and living security. Under this framework, the two sides of the school can jointly formulate an annual popularisation work plan, clarify the stage goals, service content and assessment standards, and establish a regular communication and dynamic adjustment mechanism. The model of combining centralised service during the winter and summer vacation and remote guidance during the semester is especially worth exploring. In the offline practice stage, volunteers are stationed in the village to carry out face-to-face teaching and activity organisation. In the online stage, they maintain companionship and supervision through voice punching, video tutoring, online questions and answers, etc., forming a benign rhythm and making the popularisation work really rooted. Countryside, continuous growth.

4.3. Strengthen volunteer ability training

The effectiveness of popular volunteer service has an intuitive impact on the professional literacy and teaching ability of the volunteer team. Although young college students have a relatively standardised level of Mandarin, "speaking well" is not naturally equivalent to "taught well". The role change from language users to language educators requires systematic pre-service training as support. The training system should cover multiple dimensions, as shown in Table 1. At the ontological level of language and text, volunteers are required to be familiar with the basic norms such as the Chinese Pinyin scheme and the Mandarin different pronunciation table, and to master the principle of phonetic pronunciation and the correction methods of pronunciation biases in common dialect areas[6-7]. In terms of teaching methods, according to the differences in cognitive characteristics and learning motivation between rural adult learners and child learners, different classroom organisation strategies, textbook selection skills and activity design abilities are trained respectively to ensure that teaching is both scientific and affinity. At the rural cognitive level, the training content should also include local cultural customs, economic development status and major industrial characteristics, so as to help volunteers form a basic understanding of the service recipients before entering the countryside, and avoid communication friction due to cultural barriers. The cultivation of psychological counselling ability and emergency response ability is also indispensable. Volunteers may face practical troubles such as life adaptation, poor teaching effect, and poor communication with villagers in a strange rural environment. Having good psychological resilience and problem-solving ability is the prerequisite for ensuring the smooth development of services. Only a team of volunteers who have been systematically trained can turn their enthusiasm into solid and effective service results.

4.4. Multi-dimensional empowerment in combination with rural construction

Language and writing are never an abstract symbol system in life. It is in every link of production, every interaction of interpersonal communication, and every narrative of cultural inheritance[8]. If the promotion of Mandarin is out of the actual field of rural construction, it is easy to become a mechanical pronunciation exercise and boring normative memory; on the contrary, when language teaching is deeply integrated with the daily practice of the peasants, it has gained a continuous source of meaning, nourishment and vitality. The unique advantage of young volunteers in colleges and universities lies in their interdisciplinary knowledge structure and keen sense of innovation. They can keenly grasp the intersection between popularisation work and various rural undertakings, and cleverly weave the improvement of language ability into the multiple veins of rural life. In the process of sorting out and protecting

folk oral cultural heritage, volunteers guide the older generation of villagers to tell legends and farming proverbs passed down from generation to generation in Mandarin, and carry out recording collection and text collation at the same time, so that local memory can gain new vitality by standardising language and writing; in the practice of helping agricultural products to rise, the product description on the packaging bag, the introduction lines in the e-commerce live broadcast room, and the narration script in the short video have all become the real materials for practising Mandarin. Farmers have completed the leap of brand communication ability while polishing their expression skills[9-10]. Pushing universalisation has never been an isolated task. The practical orientation of multi-dimensional empowerment not only enriches the connotation and extension of popularising work, but also maximises the value of volunteer service of college youth and universities and truly achieves the set goals.

Table 1. Volunteer Ability Training System

Training Dimensions	Voice Standards and Pronunciation Skills	Key Points
Language and Writing Fundamentals	Differentiated Instruction and Activity Design	Chinese Pinyin system, table for checking pronunciation of homonyms, pronunciation principles, methods to correct dialect-related mistakes
Teaching Methods	Local Culture and Industrial Reality	Differentiated strategies for adults and children, classroom organization, textbook selection, designing fun activities
Rural Awareness	Psychological Resilience and Adaptability	Local customs and habits, economic conditions, main industry characteristics, avoiding cultural barriers
Psychology and Emergency Response	Voice Standards and Pronunciation Skills	Self-adjustment and problem-solving for challenges like difficulty adapting to life, ineffective teaching, and poor communication

5. Conclusion

The intrinsic relationship between promoting Mandarin and rural construction is not only reflected in the direct improvement of language instrumental functions to production and life, but also points to the fundamental proposition of expanding human ability and creating opportunities. Young college volunteers take professional knowledge as the foundation, youthful enthusiasm as the driving force, and social responsibility as the guide to transform the national language and writing policy into a vivid practice in the countryside. From making up for the shortcomings of education to breaking down industrial barriers, from opening up governance channels to multi-dimensional empowerment and development, the popularisation action of youth volunteers is writing a vivid chapter that resonates with language and national strategy. It should be seen that this is a career that needs to be done for a long time. Only by continuing to deepen cooperation and constantly optimising the mechanism can Mandarin truly become the language background of the comprehensive revitalisation of the countryside, so that every farmer can freely express, calmly participate and share the dividends of the development of the times in a wider world.

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