

Adjustment and Optimization of China's Macro Education Strategy from a Global Perspective

Xingnan Zhan, Shangjie Meng

China International Language and Culture College, Krirk University, Thailand

Abstract: This article explores the adjustment and optimization of China's macro education strategy in the context of globalization. Firstly, the research background was analyzed, including the acceleration of globalization, intensified international education competition, China's increasing international status, and the demand for education reform and development. Then, the theoretical and practical significance of the research were elaborated. Then, an analysis of the current situation of education in China was conducted, which affirmed the achievements of expanding the scale of education, increasing the international influence of some universities, and the progress of educational informatization, and it pointed out the problems of uneven resource allocation, traditional educational concepts, the need to expand international exchanges and cooperation, and the lack of global influence education brands. This article discusses the necessity of adjusting China's macro education strategy, focusing on three aspects: adapting to international competition, promoting educational modernization, and meeting social development needs. The direction of China's macro education strategy adjustment has been clarified, including updating educational concepts, improving the education system, optimizing the allocation of educational resources, and promoting internationalization of education. Finally, strategies for adjusting China's macro education strategy were proposed from the perspectives of policies, schools, and society, such as formulating policies and regulations to support internationalization of education, increasing education investment, promoting curriculum internationalization reform, strengthening the internationalization of teaching staff, encouraging enterprise participation in education, and creating a

good atmosphere for internationalization of education.

Keywords: Global Perspective; Chinese Education; Macro Education Strategy; Adjust and Optimize; Internationalization of Education

1. Introduction

1.1 Research Background

(1) The acceleration of globalization process
In today's world, the trend of globalization is unstoppable. International exchanges and cooperation in fields such as economy, culture, and technology are becoming increasingly frequent, making the cross-border flow of personnel, information, and resources more convenient. Education, as an important support for national development and the cornerstone of human progress, is inevitably deeply influenced by globalization. The education systems of various countries are constantly developing and transforming through mutual learning and competition[1].

(2) The intensification of international education competition

With the development of the global economy, the demand for high-quality talents in various countries is increasing, and international education competition is becoming increasingly fierce. Developed countries, with their strong economic strength and advanced educational concepts, occupy a dominant position in the international education market. At the same time, emerging economies are also increasing their investment in education, striving to improve their own education level and international competitiveness. In this context, as the world's largest developing country, China must actively respond to international education competition, adjust and optimize macro education strategies[2].

(3) China's international status has been elevated

In recent years, China has made great achievements in economy, technology, culture and other fields, and its international status has been continuously elevated. China's influence in global affairs is increasing day by day, and its contribution to the world is also growing. This requires China's education to cultivate high-quality talents with a global perspective, international competitiveness, and innovation capabilities, providing strong support for the development of the country and the progress of the world[3-4].

(4) The demand for educational reform and development

China's education industry has made significant progress in the past few decades, but it also faces some challenges and problems. For example, uneven distribution of educational resources, need for improvement in educational quality, and unreasonable educational structure. To address these issues, China needs to adopt a global perspective, draw on advanced international experience, adjust and optimize macro education strategies, and promote education reform and development[5].

1.2 Research Significance

(1) Theoretical significance

Enrich the theoretical system of educational strategy research. This study will explore the adjustment and optimization of China's macro education strategy from a global perspective, providing new perspectives and theoretical support for educational strategy research.

Expand the field of internationalization research in education. Through the study of the internationalization adjustment of China's macro education strategy, further deepen the understanding and comprehension of education internationalization, and enrich the content of education internationalization research[6].

Provide practical basis for the development of lifelong education theory. This study will focus on the adjustment and optimization of China's macro education strategy in lifelong education, providing practical cases and experience references for the development of lifelong education theory[7].

(2) Practical significance

Enhance the international competitiveness of Chinese education. By adjusting and optimizing the macro education strategy, strengthening the internationalization, technological and lifelong construction of

education, improving the quality and level of Chinese education, and enhancing the international competitiveness of Chinese education.

Cultivate high-quality talents who can adapt to the era of globalization. The adjustment and optimization of China's macro education strategy from a global perspective will help cultivate high-quality talents with global vision, international competitiveness, and innovation capabilities, and contribute to the development of the country and the progress of the world.

Promote education reform and development in China. This study will provide theoretical guidance and practical suggestions for China's education reform and development, and promote the sustainable and healthy development of China's education industry.

Promote international educational exchange and cooperation. The adjustment and optimization of China's macro education strategy will provide more opportunities and platforms for international education exchange and cooperation, and promote the common development of global education.

2. Analysis of the Current Situation of Education in China from a Global Perspective

2.1 Educational Achievements

(1) The scale of education continues to expand, and the level of popularization has increased
With the rapid development of the Chinese economy and continuous investment in education, the scale of education continues to expand. From basic education to higher education, the number of schools at all levels and types is constantly increasing, providing more opportunities for people to receive education. The nine-year compulsory education is fully popularized, the gross enrollment rate of high school education continues to increase, and higher education has also entered the stage of popularization. The improvement of education popularization has laid a solid foundation for enhancing national quality and promoting economic and social development.

(2) The influence of some universities on the international stage is gradually increasing
In recent years, the influence of some universities in China has gradually increased internationally. In the world university rankings, some Chinese universities have been

continuously rising in ranking, achieving significant achievements in scientific research achievements, academic reputation, international exchanges, and other aspects. The advantageous disciplines of some universities are in a leading position internationally, attracting more and more international students and scholars to come and exchange and learn. At the same time, Chinese universities actively participate in international scientific research cooperation projects, making contributions to promoting global technological progress.

(3) Educational informatization has made certain progress

China has made certain progress in the field of educational informatization. Various levels and types of schools are generally equipped with multimedia teaching equipment, and online teaching resources are becoming increasingly abundant. The development of online education platforms has provided students with more convenient and personalized learning methods. The promotion of educational informatization not only improves teaching efficiency and quality, but also promotes educational equity, allowing more people to enjoy high-quality educational resources.

2.2 Existing Problems

(1) Unequal distribution of educational resources and significant regional differences

China has a vast territory, and there are significant differences in the level of economic development and distribution of educational resources among different regions. The eastern region has a developed economy and relatively abundant educational resources, while the educational resources in the central and western regions and rural areas are relatively scarce. The uneven distribution of educational resources has led to unequal educational opportunities and affected the realization of educational equity. In addition, the education gap between urban and rural areas is also quite obvious, with schools in rural areas having a significant gap in teacher resources, teaching facilities, and other aspects compared to urban schools.

(2) The educational philosophy is relatively traditional, and the cultivation of innovative ability is insufficient

The educational philosophy in China is still relatively traditional to a certain extent, emphasizing the imparting of knowledge and

exam results, while lacking in the cultivation of students' innovation ability and comprehensive quality. In the teaching process, teachers often focus on lecturing, and students' initiative and creativity are not fully utilized. This educational model is not conducive to cultivating students' innovative thinking and practical abilities, and it is difficult to meet the demand for innovative talents in the era of globalization.

(3) The depth and breadth of international education exchange and cooperation need to be expanded

Although China has made certain achievements in international education exchange and cooperation, the depth and breadth still need to be expanded. At present, China's international education exchange and cooperation mainly focus on student exchange, teacher mutual visits, and cooperative education, and the level and level of cooperation still need to be improved. China's participation in international education standard setting, educational research cooperation, and other fields is not high enough. In addition, the regional distribution of international education exchange and cooperation is also uneven, mainly concentrated in developed countries such as Europe and America, with relatively less exchange and cooperation with other developing countries.

(4) Lack of education brands with global influence

The influence of China's education in the international arena is not yet significant enough, and there is a lack of education brands with global influence. Compared with well-known universities and educational institutions in developed countries, the international recognition and reputation of Chinese education brands still need to be improved. This not only affects the international competitiveness of Chinese education, but also hinders the attraction of outstanding international talents and resources.

3. The Necessity of Adjusting China's Macro Education Strategy from a Global Perspective

3.1 Adapting to the Needs of International Competition

In the context of globalization, international competition is becoming increasingly fierce.

The competition between countries is not limited to the economic and technological fields, but also encompasses the competition for talent. Talents with international competitiveness are the key to a country's advantage on the global stage.

On the one hand, global economic integration has led to a continuous increase in the interdependence of economies among countries. Enterprises need talents with cross-cultural communication skills, international perspectives, and innovative thinking to explore international markets and participate in global industrial chain competition. As the world's second-largest economy, China must cultivate a large number of high-quality talents who can adapt to international economic competition in order to enhance the country's position in the global economic field.

On the other hand, technological innovation is the core driving force behind national development. International technological competition is fierce, and countries are increasing their investment in scientific research and development to compete for the high ground of technological innovation. Technological talents with innovative ability and international cooperation spirit are the key to achieving technological innovation. To stand out in the global technological competition, China must adjust its macro education strategy and cultivate technology talents with international competitiveness.

3.2 Requirements for Promoting Modernization of Education

Modernization of education is an important component of national modernization. The international advanced education experience provides useful reference for the modernization process of Chinese education.

Firstly, developed countries have advanced experience in educational concepts, models, and methods. For example, emphasizing students' individual development, cultivating their innovative and practical abilities, and adopting diversified teaching evaluation methods. China can learn from these experiences, transform traditional educational concepts, promote educational reform, and improve the quality of education.

Secondly, international education cooperation and exchange provide a broad platform for the modernization of education in China. By

carrying out cooperative education, teacher-student exchanges, scientific research cooperation and other activities with educational institutions around the world, China can introduce international high-quality educational resources, enhance the internationalization level of education, and promote the modernization of education.

Finally, international education standards and certification systems provide reference for the modernization of education in China. China can actively participate in the formulation and certification of international education standards, enhance the international recognition of Chinese education, and promote the internationalization of Chinese education.

3.3 Meeting the Needs of Social Development

China is currently in a critical period of economic transformation and upgrading, as well as sustainable social development, and the demand for high-quality human resources is becoming increasingly urgent.

In terms of economic transformation and upgrading, China needs to transition from traditional manufacturing to high-end manufacturing, modern service industries, and technological innovation fields. This requires education to cultivate talents with innovative spirit, professional skills, and comprehensive qualities to meet the needs of economic transformation and upgrading.

In terms of sustainable social development, China is facing many challenges such as environmental protection, resource scarcity, and population aging. Education needs to cultivate talents with a sense of social responsibility, environmental awareness, and sustainable development concepts, providing intellectual support for the sustainable development of society.

In short, the adjustment of China's macro education strategy from a global perspective is of great necessity. Only by adjusting its macro education strategy can China cultivate high-quality talents who can adapt to international competition, promote educational modernization, and meet the needs of social development, making greater contributions to the prosperity and development of the country.

4. The Direction of China's Macro Education Strategy Adjustment from a Global Perspective

4.1 Update of Educational Philosophy

(1) Establishing the concept of global citizenship education

In the era of globalization, it is crucial to cultivate talents with global citizenship awareness. The concept of global citizenship education emphasizes cultivating students' understanding, respect, and tolerance for different cultures, enabling them to have an international perspective, cross-cultural communication skills, and a sense of global responsibility. By conducting international understanding education courses and organizing international cultural exchange activities, students are guided to recognize the common problems faced by humanity, such as climate change, poverty, war, etc., and their awareness and action to actively participate in global affairs are stimulated.

(2) Strengthening innovation education and cultivating critical thinking

Innovation is the core driving force behind national development, and critical thinking is an important foundation for innovation. In education, emphasis should be placed on cultivating students' innovative and critical thinking abilities, encouraging them to question, explore, and be good at innovation. By offering innovative courses, conducting practical activities for innovation and entrepreneurship, and cultivating students' problem-solving abilities, we aim to stimulate their innovative potential, enhance their innovation ability and competitiveness.

4.2 Improvement of the Education System

(1) Building a lifelong education system

The lifelong education system is an important educational model that adapts to the needs of social development and personal growth. Building a lifelong education system requires the integration of various educational resources, including school education, vocational education, continuing education, community education, etc., to provide people with diverse learning opportunities and pathways. At the same time, it is necessary to establish a sound legal, regulatory, and policy system for lifelong education to safeguard people's learning rights and opportunities.

(2) Optimize the education structure at all levels and types

Optimizing the education structure at all levels and types is an important way to improve the

quality and efficiency of education. In the basic education stage, emphasis should be placed on cultivating students' comprehensive qualities and innovative abilities, strengthening quality education and curriculum reform. In the higher education stage, it is necessary to strengthen discipline construction and professional adjustment, improve the quality of talent cultivation and scientific research level. In the vocational education stage, it is necessary to strengthen the integration of industry and education and school enterprise cooperation, and cultivate high-quality skilled talents that meet market demand.

4.3 Optimized Allocation of Educational Resources

(1) Increase investment in education for vulnerable areas and groups

The uneven distribution of educational resources is one of the important issues that constrain the development of education in China. Increasing investment in education for vulnerable areas and groups is an important measure to achieve educational equity. The government should increase investment in education in the central and western regions, rural areas, and impoverished areas, and improve the education infrastructure and teaching conditions in these areas. At the same time, attention should be paid to the educational needs of vulnerable groups, such as left behind children, disabled children, and children from impoverished families, and special education support and funding should be provided for them.

(2) Promote international sharing of educational resources

In the era of globalization, promoting international sharing of educational resources is an important way to improve the quality and effectiveness of education. China can introduce high-quality international educational resources and improve the internationalization level of Chinese education by carrying out cooperative education, teacher-student exchanges, curriculum sharing and other activities with educational institutions around the world. At the same time, China can also promote its excellent educational resources to the international market and contribute to the development of world education.

4.4 Promotion of Internationalization of

Education

(1) Strengthening international educational exchanges and cooperation

Strengthening international educational exchanges and cooperation is an important way to enhance the internationalization level of Chinese education. The government should encourage and support schools and educational institutions to engage in extensive exchanges and cooperation with educational institutions around the world, including student exchanges, teacher visits, cooperative education, scientific research cooperation, etc. At the same time, it is necessary to strengthen the platform construction for international education exchange and cooperation, such as holding international education exhibitions, academic conferences, etc., to provide convenience for international education exchange and cooperation.

(2) Enhancing the international influence of Chinese education

Enhancing the international influence of Chinese education is an important symbol of China's education going global. China can enhance the international reputation and influence of its education by improving the quality of education, strengthening discipline construction, and cultivating outstanding talents. At the same time, we should actively participate in the formulation and certification of international education standards, promote the integration of Chinese education with the international community, and enhance the international recognition of Chinese education.

5. Strategies for Adjusting China's Macro Education Strategy from a Global Perspective

5.1. Policy Level

(1) Develop policies and regulations to support the internationalization of education

Clarify the goals and tasks of internationalizing education. The government should formulate a clear plan for the internationalization of education, determining the goals, key areas, and implementation steps of education internationalization. For example, setting specific goals such as increasing the proportion of international students, expanding international cooperative education programs, and enhancing the internationalization level of teachers within a certain period of time.

Improve the policy support system for internationalization of education.

Introduce policies to encourage schools to engage in international exchanges and cooperation, such as providing financial subsidies, tax incentives, etc., to support schools in introducing high-quality international educational resources, conducting international curriculum cooperation, organizing international exchanges between teachers and students, and other activities. At the same time, establish a sound quality assurance system for internationalization of education, strengthen supervision and evaluation of international cooperative education projects, international student education, etc.

Strengthen the construction of laws and regulations for internationalization of education.

Develop and improve laws and regulations related to internationalization of education, regulate international educational exchanges and cooperation, and safeguard the legitimate rights and interests of all parties. For example, formulating laws on the management of international students, regulations on international cooperative education, etc., clarifying the rights and obligations of international students, the approval procedures and management requirements for international cooperative education, etc.

(2) Increase investment in education to ensure the implementation of strategies

Increase investment in education funds. The government should increase financial investment in education to ensure stable growth of education funding. Increase the proportion of education funding in the gross domestic product and provide sufficient financial support for the implementation of the internationalization strategy of education. At the same time, optimize the allocation structure of education funds and increase investment in international education projects.

Expand the sources of education funding. Encourage social forces to participate in education, raise education funds through establishing education foundations, attracting corporate donations, and other means. Establish a diversified education investment mechanism, alleviate government financial pressure, and improve the efficiency of educational resource allocation.

Strengthen the management and supervision of education funds. Establish and improve the

management system of education funds, strengthen the management of budget preparation, execution, and final accounts of education funds. Strengthen the supervision and audit of the use of education funds to ensure their rational and safe use.

5.2 At the School Level

(1) Promote the internationalization reform of curriculum

Introduce international advanced curriculum system. Schools should actively introduce internationally advanced curriculum systems and teaching content, such as international curriculum certification programs (such as IB, AP, etc.) and high-quality courses from foreign universities. By introducing advanced international curriculum systems, we aim to broaden students' international perspectives and enhance their international competitiveness.

Develop international courses. Develop courses with international characteristics based on the characteristics and advantages of the school. For example, offering international cultural courses, cross-cultural communication courses, international business courses, etc., to cultivate students' cross-cultural communication skills and international perspectives. At the same time, teachers are encouraged to integrate international cutting-edge academic achievements and practical experience into teaching content to improve teaching quality.

Carry out bilingual teaching and all English teaching. Carry out bilingual and all English teaching in some majors and courses to improve students' English proficiency and cross-cultural communication skills. Strengthen the construction of English teaching staff and improve the English teaching level of teachers. At the same time, provide support and services for students' English learning, such as English tutoring courses, English learning resources, etc.

(2) Strengthening the internationalization of the teaching staff

Introduce outstanding international teachers. Schools should actively introduce outstanding international teachers, such as hiring renowned professors and scholars from foreign universities to teach or conduct academic exchange activities. By introducing outstanding international teachers and bringing advanced

teaching concepts and methods, the school's teaching level and research strength can be improved.

Select teachers to study and train abroad. Schools should develop plans for teachers to study and train abroad, and select outstanding teachers to study and train in foreign universities and research institutions. By studying and training abroad, teachers can gain insights into cutting-edge academic trends and teaching methods, and improve their teaching and research abilities. At the same time, encourage teachers to participate in international academic conferences and exchange activities to broaden their international perspectives.

Cultivate local teachers with an international perspective. Schools should strengthen the training of local teachers, enhance their international perspective and cross-cultural communication skills. By conducting international education seminars and organizing teachers to participate in international education training programs, we aim to cultivate teachers' international education concepts and teaching methods. At the same time, encourage teachers to carry out international collaborative research projects to improve their research level and international influence.

5.3 Social Level

(1) Encourage enterprises to participate in education and promote industry university research cooperation

Establish a cooperation mechanism between enterprises and schools. The government should encourage enterprises and schools to establish cooperation mechanisms and jointly carry out activities such as talent cultivation and scientific research cooperation. For example, companies can provide internship bases, practical teaching projects, etc. for schools, while schools can provide talent support, technical consulting, and other services for companies. Through industry university research cooperation, we aim to improve the quality and targeted training of talents, and promote technological innovation and development of enterprises.

Establish enterprise scholarships and grants. Enterprises can establish scholarships and grants to reward outstanding students and assist impoverished students. By establishing

corporate scholarships and grants, we encourage students to work hard and improve their learning motivation and innovation ability. At the same time, it can also enhance the social image and visibility of the enterprise.

Participate in international education projects. Enterprises can participate in the school's international education projects, such as international cooperative education programs, international student education programs, etc. By participating in international education projects, enterprises can introduce advanced international technology and management experience, and enhance their international competitiveness. At the same time, it can also provide students with more international exchange and practical opportunities.

(2) Create a favorable international atmosphere for education

Strengthen international education promotion. The government, schools, and society should strengthen the promotion of international education and enhance society's awareness and emphasis on internationalization of education. By organizing international education exhibitions, academic lectures, cultural activities, and other means, we aim to introduce the development trends of international education, international cooperative education projects, and international student education to the public, and create a favorable atmosphere for international education.

Promote international cultural exchange. Encourage all sectors of society to carry out international cultural exchange activities, such as hosting international cultural festivals, international art exhibitions, international sports competitions, etc. Through international cultural exchange activities, promote cultural exchange and mutual understanding between different countries and regions, and enhance the internationalization level of society.

Establish an international education exchange platform. The government, schools, and society should establish an international education exchange platform to provide opportunities and services for international education exchange for schools, enterprises, and all sectors of society. For example, establishing international education information platforms, international education cooperation project platforms, etc., to promote

the sharing and exchange of international educational resources.

6. Conclusion

In the context of globalization, the adjustment and optimization of China's macro education strategy is urgent. Although China's education has achieved certain achievements, it also faces many problems, such as uneven resource allocation, traditional educational concepts, insufficient international exchange and cooperation, and a lack of globally influential educational brands. In order to adapt to international competition, promote modernization of education, and meet the needs of social development, China must make macro education strategic adjustments in the directions of updating educational concepts, improving the education system, optimizing the allocation of educational resources, and promoting internationalization of education, and adopt corresponding strategies at the policy, school, and social levels.

By formulating policies and regulations that support the internationalization of education, increasing education investment, promoting curriculum internationalization reform and teacher team internationalization construction in schools, encouraging enterprises to participate in education, and creating a good atmosphere for educational internationalization, China can improve the quality of education and international competitiveness, cultivate high-quality talents with global vision, international competitiveness, and innovation ability, and make greater contributions to the prosperity and development of the country and the progress of the world. At the same time, China's education adjustment will also provide useful experience and reference for the development of global education.

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